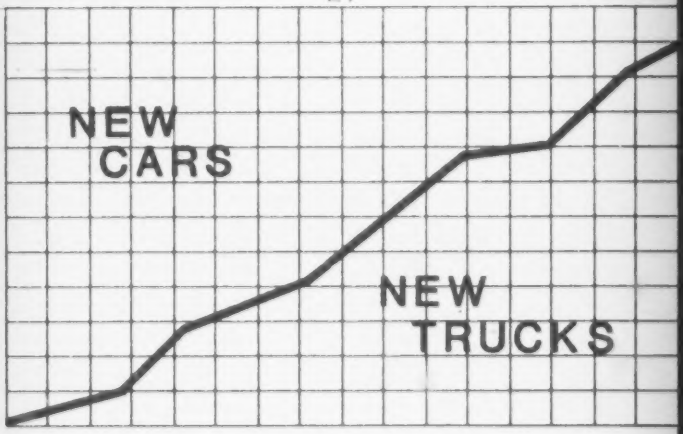
C7715-3 A

POCKET SUMMARY

SEPTEMBER 1990

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES DIVISION

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	59764	.86	53241	.51
CHEVROLET STORM	70255	1.01	70925	.66
DODGE COLT DL/SW	15551	.22	23552	.31
DODGE COLT VISTA SW	1974	.03	6531	.07
DODGE STEALTH	52	-	-	-
EAGLE SUMMIT	10528	.15	15722	.20
FORD FESTIVA	42786	.61	54356	.71
GM LOTUS	111	-	185	-
MERCURY CAPRI	3355	.05	-	-
PLYMOUTH COLT DL/SW	17718	.25	21655	.28
PLYMOUTH COLT VISTA SW	11697	.03	5101	.07
PONTIAC LEMANS	32016	.45	42656	.55
OTHERS	1702	.10	13871	.26
TOTAL DOMESTIC SPONSORED IMPORTS	256949	3.72	276780	5.63
OTHER IMPORTS				
ACURA	108400	1.56	110005	1.43
AUDI	15744	.23	14112	.19
BMW	49977	.65	50911	.66
HONDA	544825	7.85	435834	6.49
HYUNDAI	103071	1.48	147878	1.92
INFINITI	2852	.18	3	-
ISUZU	3429	.05	14024	.18
JAGUAR	13737	.20	14135	.18
LEXUS	41268	.62	1850	.02
MAZDA	174696	2.51	174625	2.27
MERCEDES BENZ	51816	.77	54355	.72
MITSUBISHI	110856	1.59	69358	.91
NISSAN	521811	4.65	356056	4.76
SAAB	20359	.29	27069	.35
SUBARU	80829	1.16	110870	1.44
TOYOTA	545501	7.84	507356	6.61
VOLKSWAGEN	37549	.40	30752	1.26
VOLVO	72224	.04	77845	1.01
OTHERS	30240	.45	41556	.54
TOTAL OTHER IMPORTS	2538928	34.48	2380283	30.98
GRAND TOTAL ALL IMPORT CARS	2795665	38.20	2657063	34.61

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	9265	.25	23359	.60
DODGE RAIDER	1414	.04	6636	.17
CHEVROLET GEO TRACKER	25118	.68	6597	.17
OTHER IMPORTS				
ISUZU	78361	2.11	70952	1.81
MAZDA	93506	2.52	90081	2.30
MITSUBISHI	33648	.91	30455	.78
NISSAN	124854	3.37	115164	2.94
SUZUKI	11434	.31	21817	.56
TOYOTA	207905	5.61	202209	5.17
VOLKSWAGEN	5081	.14	3773	.10
OTHERS	8332	.17	3410	.09
TOTAL OTHER IMPORT TRUCKS	561121	15.14	537891	13.74
GRAND TOTAL ALL IMPORT TRUCKS	596918	15.11	574485	14.68

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

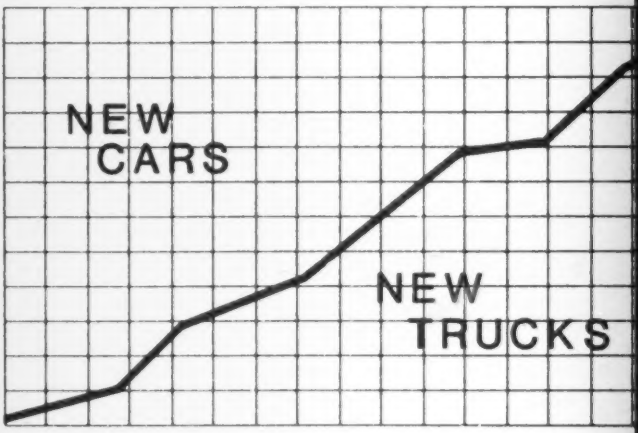
SEPTEMBER 1990 ISSUED 11/90

C7715-3A

OCTOBER
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	15468	15201	101.76	2.14	1.97
LEBARON	7486	7854	95.31	.98	.97
NEW YORKER	7401	5918	105.98	.96	.86
5TH AVE	15	581	5.41	-	.05
IMPERIAL	1545	87	-	.17	.01
DODGE	76495	35801	101.86	4.75	4.43
DAYTONA	3068	4472	88.60	.40	.55
SHADOW	6586	8742	93.20	.87	.84
SPIRIT	9604	7211	132.09	1.25	.90
DYNASTY	11981	7932	151.07	1.56	.98
PLYMOUTH	22957	26855	85.56	2.39	3.33
HORIZON	730	3095	100.66	.04	.38
SUNDANCE	6235	7196	86.27	.81	.89
ACCLAIM	10981	8851	126.34	1.42	1.08
LASER	3071	1662	184.90	.40	.21
EAGLE	4465	5255	71.33	.58	.78
PREMIER	1139	2897	41.59	.15	.36
TALON	2435	1551	153.51	.31	.19
CHRYSLER CORP.	80761	81801	94.75	10.45	10.51
FORD	107672	125655	89.72	14.00	16.51
ESCORT	28037	28716	97.43	5.65	3.57
PROBE	4068	10727	57.92	.53	1.33
MUSTANG	10851	10134	107.59	1.41	1.25
TEMPO	15515	20556	78.94	2.12	2.56
TAURUS	26066	30234	88.04	3.39	3.75
CROWN VICTORIA	9945	7480	132.97	1.28	.93
THUNDERBIRD	8457	11305	74.81	1.10	1.40
LINCOLN	17929	15368	116.66	2.33	1.90
MERCURY	34541	35894	95.67	4.46	4.45
TRACER	4765	4503	110.69	.62	.53
TOPAZ	5401	6646	81.27	.70	.82
SABLE	9334	8713	105.88	1.21	1.09
COUGAR	5449	7763	70.19	.71	.96
GRAND MARQUIS	8181	8449	96.83	1.06	1.05
FORD MOTOR CO.	160244	177552	90.25	20.83	21.99
BUICK	50189	42908	116.97	6.49	5.32
SKYLARK	7399	4211	175.71	.96	.52
CENTURY	10276	11543	90.59	1.34	1.41
REGAL	9393	5758	163.15	1.22	.71
LESABRE	13331	12084	110.32	1.74	1.51
ROADMASTER	-	-	-	-	-
PARK AVE	7659	6557	116.81	1.00	.81
RIVIERA	1542	1358	113.55	.20	.17
REATTA	570	605	94.21	.07	.07
CADILLAC	22222	24416	91.01	2.89	3.03
ALLANTE	275	273	98.57	.04	.03
ELDORADO	1526	2526	55.61	.20	.30
SEVILLE	1477	1291	114.41	.19	.16
CHEVROLET	107005	101546	105.27	13.91	12.60
PRIZM	6285	8924	70.43	.82	1.11
CAVALIER	28259	25565	111.41	3.67	3.14
LUMINA	17358	15637	111.01	2.26	1.94
CORSICA	15847	11597	135.65	2.06	1.44
BERETTA	5975	9202	64.93	.78	1.14
CAMARO	5706	5686	100.35	.74	.70
CORVETTE	1308	2238	58.45	.17	.28
CAPRICE	10082	10755	93.74	1.31	1.33
OLDSMOBILE	44438	48482	91.66	5.78	6.01
CALAIS	6291	7881	105.20	1.08	.98
CUTLASS CIERA	11520	16492	86.64	1.47	2.05
CUTLASS SUPRM	12859	8255	155.77	1.67	1.02
TORONADO	1345	1076	97.12	.14	.13
PONTIAC	50528	53455	94.53	6.57	6.62
SUNBIRD	11967	9010	152.82	1.55	1.12
GRAND AM	11695	17881	65.40	1.52	2.21
6000	4745	5258	90.24	.62	.65
BONNEVILLE	6354	7045	90.18	.83	.87
FIREBIRD	2745	2975	92.30	.36	.37
GRAND PRIX	10704	8377	127.78	1.39	1.04
SATURN	9	-	-	-	-
GEN. MTRS. CORP	274459	270939	101.28	35.68	33.58
MISC. DOMESTIC	6	30	20.67	-	-
OTHER IMPORT	25118	21814	92.81	3.04	2.93
U.S. TOTAL	769120	806816	95.32		

 © R. L. POLK & CO. 1963

UNITED STATES SUMMARY R. 9-90
OCTOBER 1990 ISSUED 12/90

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	15448	16334	94.58	1.87	1.71
LEBARON	7899	8498	92.95	.96	.90
NEW YORKER	5295	5523	96.52	.76	.68
5TH AVE	18	101	2.57	-	.07
IMPERIAL	849	-	-	.12	-
DODGE	54593	42212	81.95	4.20	4.41
DAYTONA	3121	5436	57.41	.38	.57
SHADOW	6265	9395	66.86	.76	.95
SPIRIT	6058	6611	142.03	.88	.59
DYNASTY	11903	854	137.75	1.44	.90
PLYMOUTH	20822	33861	61.49	2.52	3.53
HORIZON	600	6585	9.11	.07	.69
SUNDANCE	6059	10395	58.11	.73	1.14
ACCLAIM	9870	8421	105.33	1.08	.88
LASER	3223	1881	171.66	.39	.20
EAGLE	6095	7653	79.64	.74	.80
PREMIER	2766	4569	60.54	.34	.48
TALON	2317	929	249.41	.28	.10
CHRYSLER CORP.	76956	100061	76.91	9.33	10.45
FORD	114055	144856	78.74	13.82	15.12
ESCORT	28548	33867	84.53	3.46	3.53
PROBE	6115	12358	49.97	.75	1.29
MUSTANG	11073	12965	85.42	1.34	1.35
TEMPO	21572	21739	99.23	2.61	2.27
TAURUS	23620	29882	79.04	2.86	3.12
CROWN VICTORIA	10023	12937	77.66	1.21	1.35
THUNDERBIRD	8074	14224	56.76	.98	1.49
LINCOLN	18736	16535	113.32	2.27	1.73
MERCURY	36480	48447	75.30	4.42	5.06
TRACER	4060	5813	69.84	.49	.61
TOPAZ	6525	7685	84.91	.79	.80
SABLE	7104	10159	69.22	.85	1.06
COUGAR	5654	11862	47.66	.69	1.24
GRAND MARQUIS	12050	12968	92.92	1.46	1.35
FORD MOTOR CO.	169645	210436	80.62	20.56	21.97
BUICK	49055	53820	91.16	5.95	5.62
SKYLARK	7482	7838	194.95	.91	.40
CENTURY	9958	13507	73.72	1.21	1.41
REGAL	8633	7460	115.72	1.05	.78
LESABRE	14230	16658	85.37	1.72	1.75
ROADMASTER	-	-	-	-	-
PARK AVE	6283	8635	72.76	.76	.90
RIVIERA	1883	1579	119.25	.23	.16
REATTA	570	675	84.44	.07	.07
CADILLAC	22253	25411	84.25	2.70	2.76
ALLANTE	273	268	101.87	.03	.03
ELDORADO	1876	2718	69.02	.23	.28
SEVILLE	1625	1247	130.31	.20	.13
CHEVROLET	108579	117388	92.23	13.15	12.28
PRIZM	7935	8454	94.08	.96	.88
CAVALIER	26747	26819	99.73	3.24	2.80
LUMINA	15321	12913	118.65	1.86	1.35
CORSICA	14220	12962	109.71	1.72	1.36
BERETTA	8215	12711	64.60	1.00	1.33
CAMARO	7789	7219	107.90	.94	.75
CORVETTE	997	3005	33.18	.12	.31
CAPRICE	10786	14902	72.38	1.31	1.56
OLDSMOBILE	46097	67339	68.46	5.59	7.03
CALAIS	9036	10331	87.46	1.10	1.08
CUTLASS CIERA	12170	25201	48.29	1.47	2.63
CUTLASS SUPRM	9945	10751	92.50	1.21	1.12
TORONADO	1239	1070	115.79	.15	.11
PONTIAC	59445	65205	91.17	7.20	6.81
SUNBIRD	12212	9744	125.33	1.48	1.02
GRAND AM	18757	20990	89.36	2.28	2.19
6000	5960	6688	59.21	.48	.70
BONNEVILLE	6055	8788	68.90	.73	.92
FIREBIRD	3830	4121	92.94	.46	.43
GRAND PRIX	10086	10099	99.87	1.22	1.05
SATURN	51	-	-	.01	-
GEN. MTRS. CORP	285462	330484	86.38	34.60	34.50
MISC. DOMESTIC	9	19	47.37	-	-
OTHER IMPORT	293005	316819	92.48	35.51	33.08
U.S. TOTAL	825077	957819	86.14		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	137021	162184	84.48	1.57	2.11	203352
LEBARON	68535	74100	92.49	.98	.96	89264
NEW YORKER	56341	70955	79.40	.81	.92	11973
5TH AVE	611	1154	5.48	.01	.15	1467
IMPERIAL	8060	-	-	.12	-	-
DODGE	243501	359514	67.40	3.58	4.67	454393
DAYTONA	26835	56527	47.47	.39	.74	66719
SHADOW	51101	64181	79.62	.75	.84	83575
SPIRIT	64051	50111	127.82	.92	.65	71008
DYNASTY	68272	88045	77.54	.98	1.15	111911
PLYMOUTH	180756	255718	70.67	2.60	3.07	304911
HORIZON	12057	33128	36.40	.17	.43	39894
ANCE	44845	67380	66.57	.64	.89	85907
ACCLAIM	74284	61581	120.60	1.08	.80	86864
	51550	15135	237.44	.45	.11	18839
	45785	66599	80.83	.66	.74	70897
ER	14470	35333	41.55	.21	.46	40983
TALON	20134	1306	-	.23	.02	5909
CHRYSLER CORP.	561304	814015	79.71	8.51	10.59	1034153
FORD	987061	1210008	81.61	14.19	15.75	1528647
ESCORT	208413	272500	76.48	3.00	3.55	344260
PROBE	89359	108074	82.68	1.25	1.41	135545
MUSTANG	92746	137090	68.38	1.35	1.78	164364
TEMPO	155558	180932	91.47	2.38	2.36	234595
TAURUS	228226	273850	83.34	3.23	3.56	351036
CROWN VICTORIA	83524	87725	95.21	1.20	1.14	108393
THUNDERBIRD	75443	95423	79.07	1.08	1.24	120801
LINCOLN	169241	147702	114.58	2.43	1.92	197971
MERCURY	290261	376565	77.08	4.17	4.90	468185
TRACER	19578	47205	41.69	.28	.61	58641
TOPAZ	51253	69111	82.84	.82	.90	86449
SABLE	70250	90218	77.87	1.01	1.17	112277
COUGAR	59021	80388	73.42	.85	1.05	99117
GRAND MARQUIS	80704	89643	90.03	1.16	1.17	111681
FORD MOTOR CO.	1450096	1734327	83.15	20.84	22.70	2205598
BUICK	395194	430398	91.82	5.68	5.60	550060
SKYLARK	68471	49554	138.15	.98	.64	63768
CENTURY	85350	103794	82.81	1.24	1.35	135842
REGAL	60222	64756	93.00	.87	.84	79315
LESABRE	118792	111429	106.61	1.70	1.45	144828
ROADMASTER	2	-	-	-	-	-
PARK AVE	39742	54510	61.61	.57	.84	81640
RIVIERA	16514	15074	109.55	.24	.20	19319
REATTA	4672	5925	78.84	.07	.08	7929
CADILLAC	189439	204009	92.86	2.72	2.65	271297
ALLANTE	2224	2278	97.63	.03	.03	3112
ELDORADO	18098	24319	74.42	.26	.32	30505
SEVILLE	26284	18044	145.67	.38	.23	23630
CHEVROLET	1031767	1068797	96.54	14.84	13.91	1354854
PRIZM	84576	42097	200.91	1.22	.55	70478
CAVALIER	214538	231853	92.53	3.09	3.03	302380
LUMINA	167558	51597	324.74	2.41	.67	101548
CORSICA	127827	158586	80.60	1.84	2.06	190467
BERETTA	80025	123183	64.98	1.15	1.60	145718
CAMARO	62959	83934	75.01	.90	1.09	98735
CORVETTE	16680	17265	96.61	.24	.22	22815
CAPRICE	121269	121358	99.93	1.74	1.58	147736
OLDSMOBILE	389948	487644	79.97	5.60	6.35	609706
CALAIS	76390	75529	101.14	1.10	.98	96960
CUTLASS CIERA	105111	159963	65.71	1.51	2.09	194161
CUTLASS SUPRM	79468	78172	101.66	1.14	1.02	101593
TORONADO	11343	6387	177.60	.16	.08	9765
PONTIAC	488915	554649	88.15	7.03	7.22	695437
SUNBIRD	86066	76322	112.77	1.24	.99	102658
GRAND AM	165549	163440	101.29	2.38	2.14	208629
6000	35161	56371	62.37	.51	.73	69459
BONNEVILLE	50203	70817	70.89	.72	.92	89399
FIREBIRD	31289	47810	65.44	.45	.62	55866
GRAND PRIX	88412	90969	97.19	1.27	1.18	114584
SATURN	51	-	-	-	-	-
GEN. MTRS. CORP	2495445	2745682	90.89	35.87	35.73	3481611
MISC. DOMESTIC	76	116	65.52	-	-	212
OTHER IMPORT	2398771	2380283	100.78	34.48	30.98	3131043
U.S. TOTAL	6957431	7684019	90.54			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	10812	26.57	258333	1029380	93.10	26.86	26.30
CHRYSLER	26	.06	2153	677	318.02	.06	.02
DODGE	15535	8.19	563070	421163	86.23	5.80	10.76
FORD	11845	28.92	108721	1134532	95.82	28.54	28.99
FREIGHTLINER	2576	6.58	18260	19928	91.63	1.49	.51
G.M.C.	2946	7.19	259520	286501	94.07	7.27	7.32
HINO	221	.55	1759	1670	104.13	.05	.04
ISUZU	9220	2.42	86250	76530	112.67	2.33	1.96
IVECO	284	.07	1957	1665	117.68	.05	.04
JEEP	17405	4.25	143752	192114	77.20	4.03	4.94
OSHKOSH	465	.11	5421	500	884.20	.29	.01
KENWORTH	1471	.36	11982	14804	80.94	.32	.38
MACK/MIDLINER	1203	.29	13454	20133	66.83	.36	.51
MERCEDES BENZ	144	.04	1299	1609	80.73	.04	.04
MITSUBISHI FUSO	324	.08	2455	2542	96.50	.07	.06
NAVISTAR	6113	1.49	52408	60123	87.17	1.41	1.54
OLDSMOBILE	3065	.75	17955	1		.48	-
PETERBILT	1218	.30	10455	15945	74.83	.28	.36
PLYMOUTH	12055	2.94	132973	143455	92.71	3.59	3.67
PONTIAC	2581	.63	21623	3		.58	-
SCANIA	-	-	71	36	77.96	-	-
UD	164	.04	1715	1454	117.81	.05	.04
VOLVO	88	.02	852	940	67.23	.02	.02
WESTERN STAR	88	.02	793	1152	58.64	.02	.03
WHITEGMC	1145	.28	10142	12914	78.53	.27	.33
OTHER IMPORTS	59447	14.51	482798	456935	103.39	13.03	11.93
MISC. DOMESTIC	487	.12	3328	7665	51.25	.11	.20
U. S. TOTAL	409572		3705691	3913575	94.69		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	564717	369522	12623	1308	98	5429	4303	233
CHRYSLER	2153	-	-	-	-	-	-	-
DODGE	270101	92969	-	-	-	-	-	-
FORD	587218	447846	-	18865	-	4403	19359	9526
FREIGHTLINER	-	-	-	-	-	-	-	18260
G.M.C.	128241	122917	1740	702	1489	3715	10334	382
HINO	-	-	221	-	329	467	722	-
ISUZU	78363	-	5250	512	309	1562	434	-
IVECO	-	-	1247	406	180	124	-	-
JEEP	149114	48	-	-	-	-	-	-
OSHKOSH	-	63	149	2118	561	216	4	310
KENWORTH	-	-	-	-	-	-	290	11692
MACK/MIDLINER	-	-	-	-	-	771	1300	11383
MERCEDES BENZ	-	-	-	-	-	431	868	-
MITSUBISHI FUSO	-	-	1370	-	482	198	403	-
NAVISTAR	-	-	-	59	88	8890	22642	20729
OLDSMOBILE	17955	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	253	10182
PLYMOUTH	132973	-	-	-	-	-	-	-
PONTIAC	21623	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	71
UD	-	-	512	-	606	291	304	-
VOLVO	-	-	-	-	-	-	589	43
WESTERN STAR	-	-	-	-	-	-	-	793
WHITEGMC	-	-	-	-	-	-	-	10142
OTHER IMPORTS	479428	3330	-	-	-	-	-	-
MISC. DOMESTIC	408	307	43	191	140	499	274	2060
TOTAL	2432294	1037102	23155	24161	4282	26796	62079	95812
1989 TOTAL	2467931	1166496	28235	25911	5865	28614	73749	116774
1990 vs '89	98.56	88.91	82.01	93.25	73.01	93.65	84.18	82.05

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

STRATEGY: BE SMART, THOROUGH & INFORMED.

You need a solid strategy—your company does too. Polk's Automotive Market Information System can help. It provides a database, quarterly report and custom studies on car and truck buyers, including:

- **Vehicle data**
- **Demographics**
- **Geography**

Call or write Virginia McNamara for more information.

R. L. POLK & CO.
1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

AUTOMIS

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	153489	178085	86.19	1.99	2.10	203352
LEBARON	76019	81954	92.76	.93	.96	92708
NEW YORKER	63742	77874	81.85	.82	.92	89264
5TH AVE	624	1535	5.47	.01	.14	11973
IMPERIAL	9405	87	-	.12	-	1967
DODGE	285964	395315	72.34	3.69	4.66	454993
DAYTONA	29303	60599	49.02	.38	.72	66719
SHADOW	57789	70923	81.48	.75	.84	83575
SPIRIT	73655	57382	128.36	.95	.68	71008
DYNASTY	80255	95977	83.62	1.03	1.12	111911
PLYMOUTH	203691	262551	77.58	2.64	3.09	304911
HORIZON	12587	35224	35.20	.16	.43	39894
SUNDANCE	51050	75176	67.91	.66	.88	85907
ACCLAIM	85245	70232	121.38	1.10	.83	86864
LASER	54809	81851	241.55	.45	.17	18839
EAGLE	57248	62885	79.93	.55	.74	70897
PREMIER	16869	32200	41.54	.22	.45	40983
TALON	22635	2877	787.78	.29	.03	5909
CHRYSLER CORP.	633394	839816	77.16	8.17	12.53	1034153
FORD	1094788	1335617	81.98	14.11	16.75	1528647
ESCORT	216450	301278	78.48	5.06	5.55	344260
PROBE	97427	118801	78.64	1.21	1.40	135545
MUSTANG	104597	147194	71.06	1.35	1.73	164364
TEMPO	181871	201658	90.19	2.35	2.37	234595
TAURUS	254292	304144	83.61	3.30	3.54	351036
CROWN VICTORIA	93470	95203	98.18	1.21	1.12	108393
THUNDERBIRD	85306	106728	79.92	1.09	1.26	120801
LINCOLN	187170	163070	114.78	2.42	1.92	197971
MERCURY	324502	412457	78.70	4.20	4.86	468165
TRACER	24441	51506	47.45	.32	.61	58641
TOPAZ	62654	76751	82.70	.81	.89	86449
SABLE	79584	98951	80.43	1.03	1.16	112277
COUGAR	54470	88151	73.64	.83	1.04	99117
GRAND MARQUIS	88885	98092	90.61	1.15	1.16	111681
FORD MOTOR CO.	1610340	1921255	83.82	20.84	22.63	2205598
BUICK	445788	471506	94.50	5.76	5.57	550060
SKYLARK	75870	53565	141.64	.98	.63	63768
CENTURY	96226	115157	83.58	1.25	1.36	135842
REGAL	59615	70514	84.53	.90	.83	79315
LESABRE	132128	123513	106.97	1.71	1.45	144828
ROADMASTER	2	-	-	-	-	-
PARK AVE	47401	71057	66.70	.61	.84	81640
RIVIERA	18056	16432	109.88	.23	.19	19319
REATTA	5242	6551	80.02	.07	.08	7929
CADILLAC	211661	228425	92.65	2.74	2.69	271237
ALLANTE	2439	2557	97.73	.03	.03	3112
ELDORADO	13624	26545	73.65	.25	.31	30505
SEVILLE	27738	29335	145.58	.37	.23	23630
CHEVROLET	1115770	1170447	97.23	14.75	13.79	1354854
PRIZM	50851	51017	178.09	1.18	.60	70478
CAVALIER	242737	257278	94.35	3.16	3.03	302380
LUMINA	184316	67254	275.03	2.39	.79	101648
CORSICA	143614	170185	84.42	1.86	2.00	190467
BERETTA	86000	132285	64.96	1.11	1.56	145718
CAMARO	68655	85520	76.62	.89	1.00	98735
CORVETTE	17388	19503	92.25	.23	.23	22815
CAPRICE	131551	161126	99.44	1.70	1.56	147736
OLDSMOBILE	434586	536126	81.02	5.62	6.31	609706
CALAIS	84681	83410	101.52	1.10	.98	95960
CUTLASS CIERA	176471	176455	65.98	1.51	2.07	194161
CUTLASS SUPRM	92727	86427	106.83	1.19	1.02	101593
TORONADO	2388	7467	165.33	.16	.09	9765
PONTIAC	534443	608100	88.71	6.98	7.16	695437
SUNBIRD	95207	85332	114.88	1.27	1.00	102658
GRAND AM	171744	181321	97.75	2.29	2.13	208629
6000	59306	51629	84.75	.52	.73	69459
BONNEVILLE	56557	77663	72.64	.73	.92	89399
FIREBIRD	34035	50785	67.02	.44	.60	55666
GRAND PRIX	93116	99546	99.77	1.28	1.17	114584
SATURN	60	-	-	-	-	-
GEN. MTRS. CORP	2769844	3016621	91.82	35.85	35.52	3481611
MISC. DOMESTIC	84	146	57.53	-	-	212
OTHER IMPORT	265466	265403	100.02	3.43	3.13	306920
U.S. TOTAL	7727127	8490376	91.01			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	10199	26.75	186263	114513	62.64	25.94	26.36
CHRYSLER	227	.06	2380	949	250.79	.06	.02
DODGE	32450	8.52	395520	466305	84.82	9.68	10.74
FORD	107729	28.27	1194946	1253894	95.30	29.24	28.89
FREIGHTLINER	1644	.43	19909	21808	91.29	.49	.50
G.M.C.	27859	7.30	297329	318450	93.37	7.28	7.33
HINO	61	.04	1900	1827	104.00	.05	.04
ISUZU	9478	2.49	95703	87231	109.71	2.34	2.01
IVECO	258	.06	2195	1875	117.07	.05	.04
JEEP	15296	4.01	164458	213850	76.90	4.02	4.93
OSHKOSH	456	.12	5877	560	704.91	.09	.01
KENWORTH	1249	.33	15231	16972	80.52	.72	.38
MACK/MIDLINER	1107	.29	14561	22019	66.15	.76	.51
MERCEDES BENZ	98	.03	1397	1752	79.74	.03	.04
MITSUBISHI FUSO	284	.06	2587	2817	95.59	.07	.06
NAVISTAR	6002	1.58	58410	66960	87.26	1.47	1.54
OLDSMOBILE	2215	.59	22265	124	-	.49	-
PETERBILT	1076	.27	11471	15488	74.06	.28	.36
PLYMOUTH	11547	3.05	144510	156759	92.24	3.54	3.61
PONTIAC	2292	.60	23915	529	-	.59	.01
SCANIA	2	-	73	109	66.97	-	-
UD	176	.05	1883	1588	118.95	.05	.04
VOLVO	58	.02	830	1055	86.80	.02	.02
WESTERN STAR	72	.02	865	1257	69.05	.02	.03
WHITEGMC	1049	.28	11191	14252	78.47	.27	.33
OTHER IMPORTS	55802	14.65	538560	521224	103.33	13.16	12.00
MISC. DOMESTIC	476	.12	4394	8435	52.10	.11	.20
U. S. TOTAL	380979		4086552	4341845	94.12		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	528118	40548	13780	1486	102	5203	4832	261
CHRYSLER	2380	-	-	-	-	-	-	-
DODGE	294785	101135	-	-	-	-	-	-
FORD	850069	187227	-	20610	-	5248	21337	10454
FREIGHTLINER	-	-	-	-	-	-	-	19909
G.M.C.	142484	134518	1952	811	1538	4225	11307	426
HINO	-	-	251	-	379	519	771	-
ISUZU	86849	-	5941	550	337	1512	514	-
IVECO	-	-	1403	455	201	136	-	-
JEEP	164410	48	-	-	-	-	-	-
OSHKOSH	-	168	193	2278	552	282	4	314
KENWORTH	-	-	-	-	-	-	327	12904
MACK/MIDLINER	-	-	-	-	-	814	1407	12340
MERCEDES BENZ	-	-	-	-	-	470	927	-
MITSUBISHI FUSO	-	-	1507	-	526	218	436	-
NAVISTAR	-	-	-	60	95	9836	25421	22997
OLDSMOBILE	20225	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	285	11186
PLYMOUTH	144510	-	-	-	-	-	-	-
PONTIAC	23915	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	73
UD	-	-	558	-	673	320	338	-
VOLVO	-	-	-	-	-	-	642	48
WESTERN STAR	-	-	-	-	-	-	-	865
WHITEGMC	-	-	-	-	-	-	-	11191
OTHER IMPORTS	534666	3894	-	-	-	-	-	-
MISC. DOMESTIC	436	322	42	185	138	536	330	2345
TOTAL	2692608	113737	25613	26475	4642	30368	68878	105313
1989 TOTAL	2746834	128693	30991	28850	6630	31107	82117	128563
1990 VS '89	98.02	88.02	82.65	92.59	70.02	97.62	83.88	81.92

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

REGISTRATIONS FOR THE STATE OF CONNECTICUT ARE TEMPORARILY DELAYED.

Hispanic Buyers

TWO NEW STUDIES IN ONE! The Hispanic Car Market Study compares Hispanic and non-Hispanic new car buyers on more than two dozen automotive, demographic, and neighborhood characteristics. It also identifies the best Hispanic new car prospects.

LEARN: WHO THEY ARE
WHERE THEY ARE
WHAT THEY ARE BUYING

For Information or to order, call
VIRGINIA MCNAMARA (313) 393-0880

PRICE: $1,800.00

R. L. Polk & Co.

1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

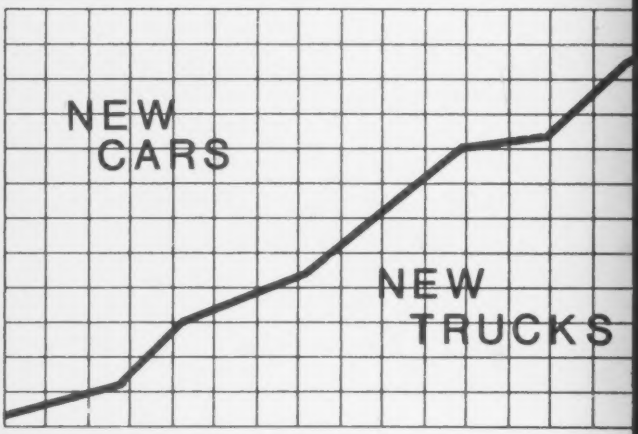
AUTOMIS

C7715-3 A

NOVEMBER
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	13110	12609	103.97	1.92	1.89
LEBARON	5454	5497	99.22	.80	.82
NEW YORKER	5893	5538	106.41	.86	.83
5TH AVE	14	250	5.60	-	.04
IMPERIAL	1577	643	245.26	.23	.10
DODGE	31241	30730	101.66	4.57	4.59
DAYTONA	2204	3117	70.71	.32	.47
SHADOW	5523	6116	90.30	.81	.92
SPIRIT	8919	7421	120.19	1.31	1.11
DYNASTY	10422	7462	139.67	1.52	1.10
PLYMOUTH	21318	22372	95.29	3.12	3.35
HORIZON	183	2075	8.82	.03	.31
SUNDANCE	5537	5402	102.50	.81	.81
ACCLAIM	11184	8980	124.54	1.63	1.34
LASER	2535	1789	141.70	.37	.27
EAGLE	3531	3993	88.43	.52	.60
PREMIER	571	1454	39.27	.08	.22
TALON	2141	1420	150.77	.32	.21
CHRYSLER CORP.	69200	69704	99.28	10.13	10.43
FORD	101275	93472	108.35	14.84	13.99
ESCORT	25632	21839	117.37	3.76	3.26
PROBE	3536	8184	43.94	.53	1.23
MUSTANG	10371	8584	120.82	1.52	1.28
TEMPO	14683	15867	92.54	2.15	2.38
TAURUS	23304	21704	107.37	3.41	3.25
CROWN VICTORIA	11542	5554	207.81	1.69	.83
THUNDERBIRD	8787	7269	120.88	1.29	1.09
LINCOLN	17037	15851	107.48	2.49	2.37
MERCURY	29871	26593	112.33	4.37	3.98
TRACER	4384	3864	113.46	.64	.58
TOPAZ	3928	4824	81.43	.58	.72
SABLE	7817	6062	128.95	1.14	.91
COUGAR	4741	5480	86.51	.69	.82
GRAND MARQUIS	7720	6363	121.33	1.13	.95
FORD MOTOR CO.	148380	136310	108.85	21.73	20.40
BUICK	43800	36331	120.56	6.41	5.44
SKYLARK	6695	4412	151.75	.98	.66
CENTURY	8480	9161	92.57	1.24	1.37
REGAL	8533	4260	200.31	1.25	.64
LESABRE	10793	10570	102.11	1.58	1.58
ROADMASTER	1	-	-	-	-
PARK AVE	7314	5227	139.93	1.07	.78
RIVIERA	1412	1410	100.14	.21	.21
REATTA	563	777	72.46	.08	.12
CADILLAC	21450	19651	109.15	3.14	2.94
ALLANTE	275	254	108.27	.04	.04
ELDORADO	1527	1880	81.22	.22	.28
SEVILLE	1876	1585	118.36	.28	.24
CHEVROLET	88502	88124	100.43	12.96	13.19
PRIZM	6278	9402	66.77	.92	1.41
CAVALIER	24483	21314	114.87	3.58	3.19
LUMINA	14583	16621	87.74	2.14	2.49
CORSICA	10696	9159	116.78	1.57	1.37
BERETTA	4805	6510	73.81	.70	.97
CAMARO	4220	4697	89.84	.62	.70
CORVETTE	1379	1574	87.61	.20	.24
CAPRICE	7392	8068	91.62	1.08	1.21
OLDSMOBILE	36517	36530	99.96	5.35	5.47
CALAIS	7655	6462	118.46	1.12	.97
CUTLASS CIERA	8522	9433	90.34	1.25	1.41
CUTLASS SUPRM	9883	7300	135.38	1.44	1.09
TORONADO	998	977	102.15	.15	.15
PONTIAC	42526	43956	96.75	6.23	6.58
SUNBIRD	10184	9206	110.62	1.49	1.38
GRAND AM	11189	13414	83.41	1.65	2.00
6000	3211	3782	84.90	.47	.57
BONNEVILLE	5636	5707	98.76	.83	.85
FIREBIRD	2079	2451	84.82	.30	.37
GRAND PRIX	8295	7671	108.13	1.21	1.15
SATURN	26	-	-	.04	-
GEN. MTRS. CORP	233070	224504	103.77	34.13	33.62
MISC. DOMESTIC	5	54	14.71	-	.01
OTHER IMPORT	232231	237401	97.82	34.01	35.54
U. S. TOTAL	682888	668053	102.22		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	153489	178085	86.19	1.99	2.10	203352
LEBARON	76019	81954	92.76	.99	.96	92708
NEW YORKER	63742	71874	81.85	.82	.92	89264
5TH AVE	624	11535	5.41	.01	.14	11973
IMPERIAL	9405	87	-	.12	-	1467
DODGE	285964	395315	72.34	3.69	4.66	454993
DAYTONA	29903	60999	49.02	.39	.72	66719
SHADOW	57789	70923	81.48	.75	.84	83575
SPIRIT	73655	57382	128.36	.95	.68	71008
DYNASTY	80255	95977	83.62	1.03	1.12	111911
PLYMOUTH	203691	262551	77.58	2.64	3.09	304911
HORIZON	12387	36224	34.20	.16	.43	39894
SUNDANCE	51050	75176	67.91	.66	.88	85907
ACCLAIM	85245	70232	121.38	1.10	.83	86864
LASER	34403	14857	231.56	.45	.17	18839
EAGLE	50248	62865	79.93	.65	.74	70897
PREMIER	15869	38200	41.54	.21	.45	40983
TALON	22633	2837	797.78	.29	.03	5909
CHRYSLER CORP.	693394	898816	77.15	8.97	10.58	1034153
FORD	1094733	1335617	81.96	14.17	15.73	1528647
ESCORT	236450	301278	78.48	3.06	3.55	344260
PROBE	93427	119801	78.64	1.21	1.40	135545
MUSTANG	104597	147194	71.06	1.35	1.73	164364
TEMPO	181871	201658	90.19	2.35	2.37	234595
TAURUS	254292	304144	83.61	3.30	3.59	351036
CROWN VICTORIA	93470	95203	98.18	1.21	1.12	108393
THUNDERBIRD	93306	106728	78.62	1.09	1.26	120801
LINCOLN	137170	163070	114.78	2.42	1.92	197971
MERCURY	324602	412457	78.70	4.20	4.86	468165
TRACER	24441	51506	47.45	.32	.61	58641
TOPAZ	62654	75757	82.70	.81	.89	86449
SABLE	79584	98951	80.43	1.03	1.16	112277
COUGAR	64470	88151	73.14	.83	1.04	99117
GRAND MARQUIS	88885	98092	90.61	1.15	1.16	111681
FORD MOTOR CO.	1610340	1921255	83.82	20.84	22.63	2205598
BUICK	445383	473306	94.10	5.76	5.57	550060
SKYLARK	75870	53565	141.64	.98	.63	63768
CENTURY	96226	115137	83.58	1.25	1.36	135842
REGAL	69615	70514	98.73	.90	.83	79315
LESABRE	132123	123513	106.97	1.71	1.45	144828
ROADMASTER	2	-	-	-	-	-
PARK AVE	47401	71067	66.70	.61	.84	81640
RIVIERA	18056	16432	109.88	.23	.19	19319
REATTA	5242	6531	80.26	.07	.08	7929
CADILLAC	211661	228425	92.65	2.74	2.69	271297
ALLANTE	2499	2557	97.73	.03	.03	3112
ELDORADO	19624	26645	73.65	.25	.31	30505
SEVILLE	27761	19335	143.58	.37	.23	23630
CHEVROLET	1138770	1170443	97.29	14.75	13.79	1354854
PRIZM	90851	5102	178.09	1.18	.60	70478
CAVALIER	242797	257218	94.39	3.16	3.03	302380
LUMINA	184916	67234	275.03	2.39	.79	101648
CORSICA	143674	170183	84.42	1.86	2.00	190467
BERETTA	86000	132385	64.96	1.11	1.56	145718
CAMARO	68655	89620	76.62	.89	1.06	98735
CORVETTE	17988	19503	92.23	.23	.23	22815
CAPRICE	131351	132108	99.43	1.70	1.56	147736
OLDSMOBILE	434386	536126	81.02	5.62	6.31	609706
CALAIS	8468	83410	101.52	.10	.98	96960
CUTLASS CIERA	116411	176455	65.98	1.51	2.07	194161
CUTLASS SUPRM	92327	86427	106.83	1.19	1.02	101593
TORONADO	12388	7463	165.99	.16	.09	9765
PONTIAC	539443	608100	88.71	6.98	7.16	695437
SUNBIRD	98033	85332	114.88	1.27	1.00	102658
GRAND AM	177244	181321	97.75	2.29	2.13	209629
6000	39905	61629	64.75	.52	.73	69459
BONNEVILLE	56557	77863	72.64	.73	.92	89399
FIREBIRD	34035	50785	67.02	.44	.60	55666
GRAND PRIX	99116	99346	99.77	1.28	1.17	114584
SATURN	60	-	-	-	-	-
GEN. MTRS. CORP	2769844	3016621	91.82	35.85	35.52	3481611
MISC. DOMESTIC	84	146	57.53	-	-	212
OTHER IMPORT	2654065	2654097	100.00	34.34	31.26	3131043
U.S. TOTAL	7727727	8490935	91.01			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	101930	26.75	1060263	1144513	92.64	25.94	26.36
CHRYSLER	227	.06	2380	949	250.79	.06	.02
DODGE	32450	8.52	395520	466305	84.82	9.68	10.74
FORD	107729	28.27	1194946	1253894	95.30	29.24	28.89
FREIGHTLINER	1649	.43	19909	21808	91.29	.49	.50
G.M.C.	27809	7.30	297329	318450	93.37	7.28	7.33
HINO	161	.04	1900	1827	104.00	.05	.04
ISUZU	9473	2.49	95703	87231	109.71	2.34	2.01
IVECO	238	.06	2195	1875	117.07	.05	.04
JEEP	15296	4.01	164458	213850	76.90	4.02	4.93
OSHKOSH	456	.12	3877	550	704.91	.09	.01
KENWORTH	1249	.33	13231	16472	80.32	.32	.38
MACK/MIDLINER	1107	.29	14561	22019	66.13	.36	.51
MERCEDES BENZ	98	.03	1397	1752	79.74	.03	.04
MITSUBISHI FUSO	234	.06	2687	2817	95.39	.07	.06
NAVISTAR	6002	1.58	58410	66860	87.36	1.43	1.54
OLDSMOBILE	2271	.60	20226	124	-	.49	-
PETERBILT	1036	.27	11471	15488	74.06	.28	.36
PLYMOUTH	11637	3.05	144610	156769	92.24	3.54	3.61
PONTIAC	2292	.60	23915	329	-	.59	.01
SCANIA	2	-	73	109	66.97	-	-
UD	176	.05	1889	1588	118.95	.05	.04
VOLVO	58	.02	690	1033	66.80	.02	.02
WESTERN STAR	72	.02	865	1253	69.03	.02	.03
WHITEGMC	1049	.28	11191	14262	78.47	.27	.33
OTHER IMPORTS	55802	14.65	538560	521224	103.33	13.18	12.00
MISC. DOMESTIC	476	.12	4334	8495	51.02	.11	.20
U. S. TOTAL	380979		4086650	4341846	94.12		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	628118	405481	13780	1486	102	6203	4832	261
CHRYSLER	2380	-	-	-	-	-	-	-
DODGE	294385	101135	-	-	-	-	-	-
FORD	650063	487227	-	20610	-	5249	21337	10454
FREIGHTLINER	-	-	-	-	-	-	-	19909
G.M.C.	142484	134518	1952	811	1538	4293	11307	426
HINO	-	-	231	-	379	519	771	-
ISUZU	86849	-	5941	550	337	1512	514	-
IVECO	-	-	1403	455	201	136	-	-
JEEP	164410	48	-	-	-	-	-	-
OSHKOSH	-	168	199	2278	652	262	4	314
KENWORTH	-	-	-	-	-	-	327	12904
MACK/MIDLINER	-	-	-	-	-	814	1407	12340
MERCEDES BENZ	-	-	-	-	-	470	927	-
MITSUBISHI FUSO	-	-	1907	-	526	218	436	-
NAVISTAR	-	-	-	60	96	9836	25421	22997
OLDSMOBILE	20226	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	285	11186
PLYMOUTH	144610	-	-	-	-	-	-	-
PONTIAC	23915	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	73
UD	-	-	558	-	673	320	338	-
VOLVO	-	-	-	-	-	-	642	48
WESTERN STAR	-	-	-	-	-	-	-	865
WHITEGMC	-	-	-	-	-	-	-	11191
OTHER IMPORTS	534666	3894	-	-	-	-	-	-
MISC. DOMESTIC	496	322	42	185	138	536	330	2345
TOTAL	2692608	1132793	25613	26435	4642	30368	68878	105313
1989 TOTAL	2746894	1286994	30991	28550	6630	31107	92117	128563
1990 vs '89	98.02	88.02	82.65	92.59	70.02	97.62	83.88	81.92

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

REGISTRATIONS FOR THE STATE OF CONNECTICUT ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	69645	.90	43340	.51
CHEVROLET STORM	75932	.98	54964	.65
DODGE COLT DL/SW	17356	.22	26542	.31
DODGE COLT VISTA SW	2214	.03	6111	.07
DODGE STEALTH	525	.01	-	-
EAGLE SUMMIT	11440	.15	17443	.21
FORD FESTIVA	46720	.60	60611	.71
GM LOTUS	141	-	221	-
MERCURY CAPRI	4568	.06	-	-
PLYMOUTH COLT DL/SW	15757	.20	24830	.29
PLYMOUTH COLT VISTA SW	2163	.03	5664	.07
PONTIAC LEMANS	34331	.44	45226	.53
OTHERS	7840	.10	21112	.25
TOTAL DOMESTIC SPONSORED IMPORTS	288632	3.74	306064	3.60
OTHER IMPORTS				
ACURA	118987	1.54	122014	1.44
AUDI	18016	.23	16685	.20
BMW	49965	.65	55955	.66
HONDA	607064	7.86	557669	6.57
HYUNDAI	113318	1.47	164050	1.93
INFINITI	15870	.21	3	-
ISUZU	4203	.05	14993	.18
JAGUAR	15088	.20	15744	.19
LEXUS	49170	.64	4579	.05
MAZDA	191462	2.48	192719	2.27
MERCEDES BENZ	60512	.78	61719	.73
MITSUBISHI	120709	1.56	80708	.95
NISSAN	356875	4.62	408392	4.81
SAAB	22128	.29	29888	.35
SUBARU	90104	1.17	121436	1.43
TOYOTA	599982	7.76	567459	6.68
VOLKSWAGEN	108154	1.40	107695	1.27
VOLVO	78937	1.02	85929	1.01
OTHERS	33521	.43	46460	.55
TOTAL OTHER IMPORTS	2654065	34.34	2654097	31.26
GRAND TOTAL ALL IMPORT CARS	2942697	38.08	2960161	34.86
NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)				
DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	10290	.25	26066	.60
DODGE-RAIDER	1445	.04	7891	.18
CHEVROLET GEO TRACKER	28112	.69	8176	.19
OTHER IMPORTS				
ISUZU	86849	2.13	81020	1.87
MAZDA	103456	2.53	99819	2.30
MITSUBISHI	35774	.88	33681	.78
NISSAN	140539	3.44	125822	2.90
SUZUKI	12265	.30	24420	.56
TOYOTA	233969	5.73	229592	5.29
VOLKSWAGEN	5540	.14	4148	.10
OTHERS	7017	.17	3746	.09
TOTAL OTHER IMPORT TRUCKS	625409	15.30	602248	13.87
GRAND TOTAL ALL IMPORT TRUCKS	665255	16.28	644381	14.84

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

OCTOBER 1990 ISSUED 12/90

YOUR COMPETITIVE EDGE in the market place

AUTOMIS

Polk's Automotive Market Information System can be a significant aid to decision-making. It has vehicle data, demographics, and geography. AutoMIS includes:

- A computerized database of car and truck buyers
- Quarterly reports on market activity trends
- Custom-designed research studies

Call or write Virginia McNamara for more information.

R. L. POLK & CO.

1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	79426	.94	47682	.52
CHEVROLET STORM	80418	.96	58332	.64
DODGE COLT DL/SW	19007	.23	28930	.32
DODGE COLT VISTA SW	2479	.03	6556	.07
DODGE STEALTH	1505	.02	-	-
EAGLE SUMMIT	12251	.15	18494	.20
FORD FESTIVA	50080	.60	65087	.71
GM LOTUS	151	-	233	-
MERCURY CAPRI	5849	.07	-	-
PLYMOUTH COLT DL/SW	17391	.21	27057	.30
PLYMOUTH COLT VISTA SW	2371	.03	6082	.07
PONTIAC LEMANS	36261	.43	46755	.51
OTHERS	8217	.10	22255	.24
TOTAL DOMESTIC SPONSORED IMPORTS	315406	3.75	327458	3.58
OTHER IMPORTS				
ACURA	127815	1.52	132315	1.44
AUDI	19413	.23	18233	.20
BMW	54808	.65	60321	.67
HONDA	654734	7.90	608252	6.64
HYUNDAI	123310	1.47	176887	1.93
INFINITI	18343	.22	163	-
ISUZU	4961	.06	15652	.17
JAGUAR	16270	.19	17217	.19
LEXUS	54382	.65	7520	.08
MAZDA	205717	2.45	208441	2.28
MERCEDES BENZ	65198	.78	67451	.74
MITSUBISHI	129787	1.54	89821	.98
NISSAN	389336	4.63	446402	4.87
SAAB	23807	.28	31710	.35
SUBARU	97864	1.16	129851	1.42
TOYOTA	652892	7.76	619043	6.76
VOLKSWAGEN	115896	1.39	117434	1.28
VOLVO	84482	1.00	93371	1.02
OTHERS	36283	.43	50804	.55
TOTAL OTHER IMPORTS	2886298	34.32	2891458	31.57
GRAND TOTAL ALL IMPORT CARS	3201704	38.07	3218956	35.15

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	11172	.25	28215	.60
DODGE RAIDER	1466	.03	8761	.19
CHEVROLET GEO TRACKER	30930	.70	9426	.20
OTHER IMPORTS				
ISUZU	94672	2.14	90376	1.92
MAZDA	112413	2.54	108106	2.29
MITSUBISHI	38339	.87	36751	.78
NISSAN	152381	3.44	136480	2.90
SUZUKI	13292	.30	26212	.56
TOYOTA	255157	5.76	251701	5.34
VOLKSWAGEN	5940	.13	4578	.10
OTHERS	7616	.17	4109	.09
TOTAL OTHER IMPORT TRUCKS	679810	15.35	658313	13.97
GRAND TOTAL ALL IMPORT TRUCKS	723378	16.33	704715	14.95

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

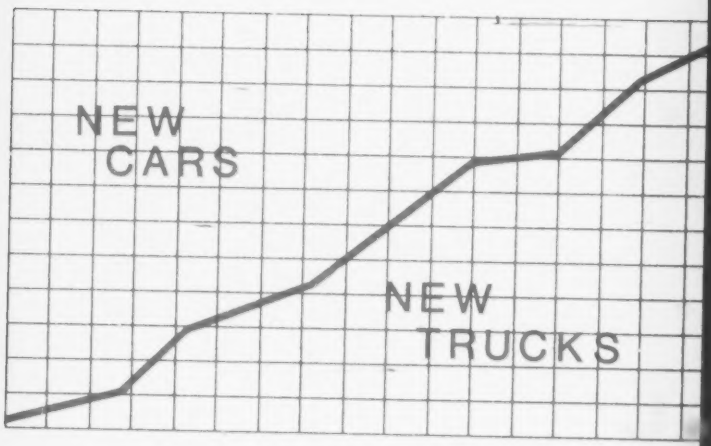
YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801821
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

C7715-3A

POCKET SUMMARY

DECEMBER
1990

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	12286	12658	97.06	1.80	1.82
LEBARON	4942	5257	94.01	.72	.76
NEW YORKER	5472	5852	93.51	.80	.83
5TH AVE	3	188	1.60	-	.03
IMPERIAL	1689	737	229.17	.25	.11
DODGE	33152	28948	114.52	4.85	4.18
DAYTONA	1714	2603	65.85	.25	.38
SHADOW	5980	6536	91.49	.88	.94
SPIRIT	8826	6205	142.24	1.29	.89
DYNASTY	12633	8472	149.11	1.84	1.23
PLYMOUTH	21082	19988	105.47	3.09	2.88
HORIZON	160	1595	10.03	.02	.23
SUNDANCE	5884	5329	110.41	.86	.77
ACCLAIM	11352	7652	148.35	1.67	1.10
LASER	2143	2193	97.72	.31	.32
EAGLE	4157	4039	103.17	.61	.58
PREMIER	654	1329	49.96	.10	.19
TALON	2417	1652	146.31	.35	.24
CHRYSLER CORP.	70687	65633	107.70	10.35	9.46
FORD	87883	93558	88.27	12.85	14.35
ESCORT	20553	21143	97.21	3.01	3.05
PROBE	3322	8560	38.81	.49	1.23
MUSTANG	8750	8586	101.91	1.28	1.24
TEMPO	13169	17070	77.15	1.93	2.46
TAURUS	22853	25188	90.73	3.32	3.63
CROWN VICTORIA	9419	7636	123.35	1.38	1.10
THUNDERBIRD	6911	6804	101.57	1.01	.88
LINCOLN	20123	19050	105.63	2.95	2.75
MERCURY	26179	29115	89.92	3.83	4.20
TRACER	3796	3271	116.05	.56	.47
TOPAZ	3977	5868	67.77	.58	.85
SABLE	7000	7264	96.37	1.02	1.05
COUGAR	4672	5486	85.16	.68	.79
GRAND MARQUIS	5654	7226	78.25	.83	1.04
FORD MOTOR CO.	134359	148033	90.76	19.66	21.34
BUICK	40747	40423	100.80	5.96	5.83
SKYLARK	7025	5791	121.31	1.03	.83
CENTURY	7989	11544	69.20	1.17	1.66
REGAL	8568	4541	188.68	1.25	.65
LESABRE	8642	10745	80.43	1.26	1.55
ROADMASTER	-	-	-	-	-
PARK AVE	6812	5346	127.42	1.00	.77
RIVIERA	1198	1477	81.11	.18	.21
REATTA	501	621	80.68	.07	.09
CADILLAC	24335	23221	104.80	3.56	3.35
ALLANTE	371	301	123.26	.05	.04
ELDORADO	1963	1980	99.14	.29	.29
SEVILLE	3253	2710	120.04	.48	.39
CHEVROLET	93125	95287	95.72	13.64	13.89
PRIZM	9839	10055	97.85	1.44	1.45
CAVALIER	24500	23848	103.07	3.61	3.45
LUMINA	14957	17793	84.06	2.19	2.57
CORSICA	9347	11125	84.02	1.37	1.60
BERETTA	4479	6823	65.65	.66	.98
CAMARO	3655	4418	82.73	.53	.64
CORVETTE	1794	1738	103.22	.26	.25
CAPRICE	7920	7550	104.76	1.16	1.09
OLDSMOBILE	33158	37050	89.50	4.85	5.34
CALAIS	7215	7088	101.79	1.06	1.02
CUTLASS CIERA	7503	8273	90.69	1.10	1.20
CUTLASS SUPRM	7973	7866	101.36	1.16	1.13
TORONADO	1075	1325	81.13	.16	.19
PONTIAC	42483	43381	97.93	6.22	6.25
SUNBIRD	10528	8120	129.66	1.54	1.17
GRAND AM	12505	13834	90.00	1.82	2.00
6000	3484	4048	86.07	.51	.58
BONNEVILLE	4818	5829	82.66	.71	.84
FIREBIRD	1914	2430	78.77	.28	.35
GRAND PRIX	7215	7567	95.35	1.06	1.09
SATURN	1172	-	-	.17	-
GEN. MTRS. CORP	235051	240386	97.77	34.40	34.65
MISC. DOMESTIC	11	32	34.38	-	-
OTHER IMPORT	243180	239545	101.52	35.59	34.84
U.S. TOTAL	683258	693629	98.50		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	179892	203352	88.46	1.96	2.06	203352
LEBARON	86936	92708	93.84	.95	.94	92708
NEW YORKER	75472	89264	84.55	.82	.91	89264
5TH AVE	641	11973	5.35	.01	.12	11973
IMPERIAL	12730	1467	867.76	.14	.01	1467
DODGE	352846	454993	77.55	3.86	4.63	454993
DAYTONA	33906	66719	50.82	.37	.68	66719
SHADOW	69642	83575	83.33	.76	.85	83575
SPIRIT	92134	71008	129.75	1.01	.72	71008
DYNASTY	104383	111911	93.27	1.14	1.14	111911
PLYMOUTH	247582	304911	81.20	2.70	3.09	304911
HORIZON	12745	39894	31.95	.14	.40	39894
SUNDANCE	62869	85907	73.18	.69	.87	85907
ACCLAIM	108697	86864	125.13	1.18	.88	86864
LASER	39154	18839	207.83	.43	.19	18839
EAGLE	58136	70897	82.00	.63	.72	70897
PREMIER	17147	40983	41.84	.19	.42	40983
TALON	27300	5909	462.03	.29	.06	5909
CHRYSLER CORP.	838456	1034157	81.09	9.15	10.50	1034157
FORD	1313488	1526847	85.96	14.33	15.52	1526847
ESCORT	285143	344260	82.83	3.11	3.49	344260
PROBE	101988	135545	75.24	1.11	1.38	135545
MUSTANG	124578	164364	75.79	1.36	1.67	164364
TEMPO	216280	234535	92.19	2.36	2.38	234535
TAURUS	312012	351036	88.88	3.40	3.56	351036
CROWN VICTORIA	115241	108393	106.24	1.25	1.10	108393
THUNDERBIRD	104179	120801	86.24	1.14	1.23	120801
LINCOLN	229836	197971	116.09	2.51	2.01	197971
MERCURY	386253	468165	82.50	4.22	4.76	468165
TRACER	33295	58641	56.78	.36	.60	58641
TOPAZ	71850	86449	83.11	.78	.88	86449
SABLE	96632	112277	86.12	1.06	1.13	112277
COUGAR	74353	99117	75.02	.82	1.01	99117
GRAND MARQUIS	10287	11568	88.94	.11	.11	11568
FORD MOTOR CO.	1933595	2225598	86.87	21.11	22.63	2225598
BUICK	53602	55066	96.84	5.85	5.59	550660
SKYLARK	89862	65768	136.62	.98	.66	65768
CENTURY	113055	135842	83.23	1.23	1.38	135842
REGAL	87036	79315	109.73	.95	.81	79315
LESABRE	151967	144828	104.93	1.66	1.45	144828
ROADMASTER	3	-				-
PARK AVE	61747	81640	75.67	.67	.82	81640
RIVIERA	20694	19719	104.93	.23	.20	19719
REATTA	6319	7923	79.77	.07	.08	7923
CADILLAC	25793	27129	95.07	2.82	2.75	271297
ALLANTE	3148	3112	101.16	.03	.03	3112
ELDORADO	23156	30505	75.91	.25	.31	30505
SEVILLE	32912	23630	139.28	.36	.24	23630
CHEVROLET	1322772	1354854	97.63	14.44	13.75	1354854
PRIZM	107120	70478	151.99	1.17	.72	70478
CAVALIER	292851	302380	96.85	3.19	3.07	302380
LUMINA	214374	101548	211.15	2.34	1.03	101548
CORSICA	164108	150467	109.07	1.79	1.53	150467
BERETTA	95037	145718	65.24	1.04	1.48	145718
CAMARO	76593	98735	77.57	.84	1.00	98735
CORVETTE	21188	22815	92.87	.23	.23	22815
CAPRICE	146788	147736	99.36	1.60	1.50	147736
OLDSMOBILE	505283	609706	82.87	5.52	6.19	609706
CALAIS	99724	96960	102.84	1.09	.98	96960
CUTLASS CIERA	132790	134161	98.97	1.45	1.36	134161
CUTLASS SUPRM	110677	101593	108.94	1.21	1.03	101593
TORONADO	14484	9765	148.31	.16	.10	9765
PONTIAC	626489	695437	90.09	6.84	7.06	695437
SUNBIRD	119073	102658	115.99	1.30	1.04	102658
GRAND AM	201452	208529	96.60	2.20	2.13	208529
6000	46800	69459	67.38	.51	.70	69459
BONNEVILLE	67247	89399	75.22	.73	.91	89399
FIREBIRD	38230	55666	68.68	.42	.56	55666
GRAND PRIX	115087	114584	100.44	1.26	1.16	114584
SATURN	1738	-		.02	-	-
GEN. MTRS. CORP	3245969	3481611	93.23	35.44	35.53	3481611
MISC. DOMESTIC	77	214	35.98			214
OTHER IMPORT	3141532	3131043	100.34	34.30	31.98	3131043
U. S. TOTAL	9159629	9852517	92.97			9852517

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	21234	25.73	1240062	1340666	92.50	25.81	26.29
CHRYSLER	256	.07	2818	1454	192.49	.06	.03
DODGE	33100	9.34	461498	550754	83.78	9.60	10.80
FORD	100186	28.22	1406301	1465923	95.93	29.71	28.78
FREIGHTLINER	1698	.48	23319	25123	92.82	.49	.49
G.M.C.	25537	7.20	349860	373254	93.73	7.27	7.32
HINO	171	.05	2351	2156	109.04	.05	.04
ISUZU	10274	2.90	115249	107139	107.57	2.40	2.10
IVECO	175	.05	2553	2273	112.32	.05	.04
JEEP	13356	3.78	191805	248981	77.04	3.99	4.88
OSHKOSH	316	.09	4540	651	697.39	.09	.01
KENWORTH	1191	.34	10703	19477	80.62	.33	.38
MACK/MIDLINER	1096	.31	17186	25228	68.12	.36	.49
MERCEDES BENZ	113	.03	1630	2055	79.32	.03	.04
MITSUBISHI FUSO	272	.08	3214	3359	97.47	.07	.07
NAVISTAR	5981	1.69	70053	77959	89.86	1.46	1.53
OLDSMOBILE	1827	.52	24287	1642	-	.51	.03
PETERBILT	988	.28	13672	18603	73.49	.28	.36
PLYMOUTH	13637	3.85	170615	183678	92.89	3.55	3.60
PONTIAC	2045	.58	28102	2218	-	.58	.04
SCANIA	-	-	85	128	66.41	-	-
UD	176	.05	2381	1913	123.18	.05	.04
VOLVO	93	.03	959	1252	68.61	.02	.02
WESTERN STAR	74	.02	1010	1470	68.71	.02	.03
WHITEGMC	1199	.34	13861	17414	79.60	.29	.34
OTHER IMPORTS	49181	13.87	635437	614830	103.35	13.22	12.06
MISC. DOMESTIC	343	.10	5076	9769	52.00	.11	.19
U. S. TOTAL	354566		4805084	5100195	94.21		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	733936	474805	15746	1743	111	7528	5914	309
CHRYSLER	2818	-	-	-	-	-	-	-
DODGE	345053	116445	-	-	-	-	-	-
FORD	774028	566314	-	24412	-	6213	24985	12349
FREIGHTLINER	-	-	-	-	-	-	-	23319
G.M.C.	168133	157571	2332	973	1631	5084	13106	530
HINO	-	-	285	-	478	645	943	-
ISUZU	104827	-	7054	659	387	1639	623	-
IVECO	-	-	1640	525	228	160	-	-
JEEP	191757	48	-	-	-	-	-	-
OSHKOSH	-	236	262	2556	827	323	4	322
KENWORTH	-	-	-	-	-	-	365	15338
MACK/MIDLINER	-	-	-	-	-	903	1589	14694
MERCEDES BENZ	-	-	-	-	-	550	1080	-
MITSUBISHI FUSO	-	-	1839	-	627	256	542	-
NAVISTAR	-	-	-	68	107	11595	30471	27812
OLDSMOBILE	24287	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	510	13362
PLYMOUTH	170615	-	-	-	-	-	-	-
PONTIAC	28100	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	85
UD	-	-	680	-	845	424	432	-
VOLVO	-	-	-	-	-	-	779	80
WESTERN STAR	-	-	-	-	-	-	-	1010
WHITEGMC	-	-	-	-	-	-	-	13861
OTHER IMPORTS	630161	5276	-	-	-	-	-	-
MISC. DOMESTIC	638	568	42	184	139	617	404	2683
TOTAL	3174327	1321067	29880	31130	5380	36007	81547	125754
1989 TOTAL	3239921	1534379	36878	37147	8262	38260	97042	150178
1990 vs '89	98.12	87.81	81.78	83.81	65.12	102.15	84.03	87.63

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	91193	1.00	53393	.54
CHEVROLET STORM	86575	.93	52601	.54
DODGE COLT DL/SW	20557	.22	30818	.31
DODGE COLT VISTA SW	2771	.03	6917	.07
DODGE STEALTH	2658	.03	-	-
EAGLE SUMMIT	13357	.15	19458	.20
FORD FESTIVA	53074	.58	69653	.71
GM LOTUS	162	-	257	-
MERCURY CAPRI	5989	.06	-	-
PLYMOUTH COLT DL/SW	18702	.20	28823	.29
PLYMOUTH COLT VISTA SW	4644	.03	6459	.07
PONTIAC LEMANS	38369	.42	48071	.49
OTHERS	8603	.09	23271	.24
TOTAL DOMESTIC SPONSORED IMPORTS	344134	3.75	349741	3.55
OTHER IMPORTS				
ACURA	138340	1.51	142794	1.45
AUDI	21048	.23	19737	.20
BMW	61271	.67	56327	.57
HONDA	719189	7.85	558052	5.68
HYUNDAI	134704	1.47	168181	1.91
INFINITI	21418	.23	846	.01
ISUZU	5813	.06	16237	.17
JAGUAR	18396	.20	18874	.19
LEXUS	60899	.66	10981	.11
MAZDA	222561	2.43	225054	2.28
MERCEDES BENZ	75562	.82	73679	.75
MITSUBISHI	139827	1.53	100734	1.02
NISSAN	401548	4.38	482660	4.90
SAAB	26487	.29	33586	.34
SUBARU	108238	1.18	137819	1.40
TOYOTA	709246	7.74	672161	6.82
VOLKSWAGEN	125906	1.37	125967	1.28
VOLVO	91256	1.00	101223	1.03
OTHERS	39763	.43	55571	.56
TOTAL OTHER IMPORTS	3141532	34.30	3131043	31.78
GRAND TOTAL ALL IMPORT CARS	3485666	38.05	3480784	35.33

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	11935	.25	30026	.59
DODGE RAIDER	1493	.03	9430	.18
CHEVROLET GEO TRACKER	33702	.70	10927	.21
OTHER IMPORTS				
ISUZU	104827	2.18	99805	1.96
MAZDA	122477	2.55	116403	2.28
MITSUBISHI	42422	.88	39922	.78
NISSAN	164014	3.41	148684	2.92
SUZUKI	14337	.30	27648	.54
TOYOTA	277469	5.77	272528	5.34
VOLKSWAGEN	6329	.13	4566	.10
OTHERS	8389	.17	4685	.09
TOTAL OTHER IMPORT TRUCKS	740264	15.41	714641	14.01
GRAND TOTAL ALL IMPORT TRUCKS	787394	16.39	765024	15.00

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

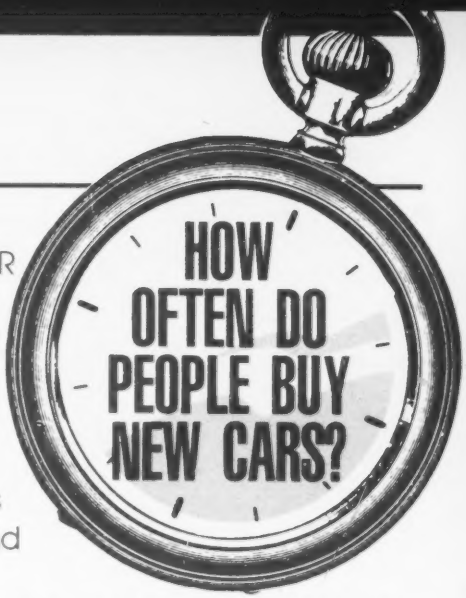
NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

DECEMBER 1990 ISSUED 03/91

R. L. POLK & CO.

R.9-90



CONSUMER TIMING IN THE CAR MARKET, R. L. Polk's new study answers this question and more!

Find out by class, make, and carline, the interval between new car purchases. Also, learn how many cars are still in the hands of the original owner, by carline and year model.

For information or to order, call
VIRGINIA MCNAMARA (313) 393-0880

PRICE: $1,800

R. L. POLK & CO.

1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

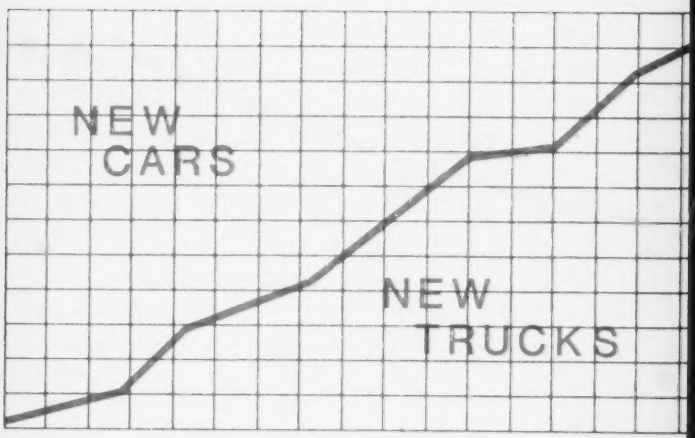
AUTOMIS

C7715-3 A

POCKET SUMMARY

OF REGISTRATIONS

JANUARY
1991



COURTESY OF

POLK.

R.L.POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	9310	13367	74.14	1.65	1.89
LEBARON	3544	5373	65.96	.58	.76
NEW YORKER	1566	2739	57.19	.34	.39
5TH AVE	5460	8361	87.22	.58	.56
IMPERIAL	1243	861	144.37	.21	.12
DODGE	32482	27842	116.67	5.41	3.95
DAYTONA	1230	2951	41.68	.21	.42
SHADOW	5762	5477	105.20	.95	.78
SPIRIT	9882	7264	136.04	1.65	1.03
DYNASTY	12690	8102	156.63	2.10	1.15
PLYMOUTH	19698	20285	97.11	3.29	2.87
HORIZON	112	1770	6.33	.02	.25
SUNDANCE	4373	4457	98.12	.73	.63
ACCLAIM	12023	8271	145.44	2.01	1.17
LASER	1967	3433	57.30	.33	.49
EAGL%	3585	4632	77.40	.60	.66
PREMIER	417	1409	29.60	.07	.20
TALON	2158	2216	97.38	.36	.32
CHRYSLER CORP.	65675	66126	99.32	10.95	9.37
FORD	85090	108955	78.09	14.19	15.44
ESCORT	21390	21462	99.66	3.57	3.04
PROBE	4665	8661	53.86	.78	1.23
MUSTANG	5733	8723	65.68	.96	1.24
TEMPO	16886	19860	85.03	2.82	2.81
TAURUS	22210	28431	78.12	3.69	4.03
CROWN VICTORIA	6476	8784	73.72	1.08	1.24
THUNDERBIRD	5150	7541	68.29	.86	1.07
LINCOLN	14437	17826	80.99	2.41	2.53
MERCURY	23906	32543	73.46	3.99	4.61
TRACER	3735	1950	191.54	.62	.28
TOPAZ	4313	7160	60.24	.72	1.01
SABLE	5923	8512	69.58	.99	1.21
COUGAR	4254	5927	71.77	.71	.84
GRAND MARQUIS	4601	8994	51.16	.77	1.27
FORD MOTOR CO.	123433	159494	77.39	20.59	22.60
BUICK	37998	38071	97.25	6.34	5.54
SKYLARK	7848	6237	125.83	1.31	.88
CENTURY	7088	10052	70.51	1.18	1.42
REGAL	8200	4464	183.69	1.37	.63
LESABRE	7571	11097	68.23	1.26	1.58
ROADMASTER	10	-	-	-	-
PARK AVE	5924	5312	111.52	.99	.75
RIVIERA	1009	1414	71.36	.17	.20
REATTA	348	252	138.10	.06	.04
CADILLAC	19971	18902	105.66	3.33	2.68
ALLANTE	277	233	118.88	.05	.03
ELDORADO	1329	1691	78.59	.22	.24
SEVILLE	2475	1751	141.35	.41	.25
CHEVROLET	82157	101313	81.09	13.71	14.37
PRIZM	6051	9309	65.00	1.01	1.32
CAVALIER	24477	26005	94.12	4.09	3.69
LUMINA	13356	17842	74.87	2.23	2.53
CORSICA	8324	11906	69.91	1.39	1.69
BERETTA	3968	7384	53.74	.66	1.05
CAMARO	2846	4995	56.98	.47	.71
CORVETTE	1135	1398	81.19	.19	.20
CAPRICE	9051	8443	106.53	1.51	1.21
OLDSMOBILE	32322	37617	85.92	5.39	5.33
CALAIS	7197	5799	124.11	1.20	.82
CUTLASS CIERA	6396	9460	67.63	1.07	1.34
CUTLASS SUPRM	6858	9431	72.72	1.14	1.34
TORONADO	612	933	65.59	.10	.13
PONTIAC	35267	46792	75.37	5.88	6.63
SUNBIRD	8282	9329	88.78	1.38	1.32
GRAND AM	11019	16539	66.62	1.83	2.34
6000	1721	4244	40.55	.29	.60
BONNEVILLE	4372	5351	81.70	.73	.76
FIREBIRD	1595	2768	56.18	.26	.39
GRAND PRIX	6507	7240	89.88	1.09	1.03
SATURN	1301	-	-	.22	-
GEN. MTRS. CORP	203026	243704	85.77	34.67	34.55
MISC. DOMESTIC	2	2	40.00	-	-
OTHER IMPORT	251369	235249	85.24	53.53	33.48
U. S. TOTAL	599505	705578	84.91		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	9910	13367	74.14	1.65	1.89	179892
LEBARON	3544	5373	65.96	.58	.76	86996
NEW YORKER	1566	2739	57.17	.26	.39	37860
5TH AVE	3460	3967	87.22	.58	.56	38253
IMPERIAL	1243	861	144.37	.21	.12	12730
DODGE	32482	27842	116.67	5.41	3.95	352846
DAYTONA	1230	2951	41.68	.21	.42	33906
SHADOW	5762	5477	105.20	.96	.78	69642
SPIRIT	9882	7264	136.04	1.65	1.03	92134
DYNASTY	12690	8102	156.63	2.10	1.15	104383
PLYMOUTH	19598	20285	97.11	3.29	2.87	247582
HORIZON	112	1770	6.33	.02	.25	12745
SUNDANCE	4373	4457	98.12	.73	.63	62869
ACCLAIM	12029	8271	145.44	2.01	1.17	108697
LASER	1967	3433	57.30	.33	.49	39154
EAGLE	3585	4632	77.40	.60	.66	58136
PREMIER	417	1409	29.60	.07	.20	17147
TALON	2158	2216	97.38	.36	.32	27300
CHRYSLER CORP.	65675	66126	99.32	10.95	9.37	838456
FORD	85090	108969	78.09	14.19	15.44	1313488
ESCORT	21390	21462	99.66	3.57	3.04	285143
PROBE	4665	8661	53.86	.78	1.23	101981
MUSTANG	5733	8729	65.68	.96	1.24	124578
TEMPO	16886	19860	85.03	2.82	2.81	216280
TAURUS	22210	28431	78.12	3.69	4.03	312012
CROWN VICTORIA	6476	8784	73.72	1.08	1.24	116241
THUNDERBIRD	5150	7541	68.29	.86	1.07	104179
LINCOLN	14437	17826	80.99	2.41	2.53	229636
MERCURY	23306	32543	73.46	3.99	4.61	386253
TRACER	3735	1950	191.54	.62	.28	33295
TOPAZ	4313	7160	60.24	.72	1.01	71850
SABLE	5923	8512	69.58	.99	1.21	96692
COUGAR	4254	5927	71.77	.71	.84	74753
GRAND MARQUIS	4601	8994	51.16	.77	1.27	102674
FORD MOTOR CO.	121437	159494	77.39	20.59	22.67	1933595
BUICK	37998	39071	97.25	5.34	5.54	531602
SKYLARK	7848	6237	125.83	1.31	.88	89862
CENTURY	7088	10052	70.51	1.18	1.42	113105
REGAL	8200	4464	183.69	1.37	.63	87038
LESABRE	7571	11097	68.23	1.26	1.59	151967
ROADMASTER	10	-	-	-	-	3
PARK AVE	5924	5312	111.52	.99	.75	61747
RIVIERA	1009	1414	71.36	.17	.20	20694
REATTA	348	252	138.10	.06	.04	6319
CADILLAC	19971	18902	105.66	3.33	2.68	257923
ALLANTE	277	233	118.88	.05	.03	3148
ELDORADO	1329	1691	78.59	.22	.24	23156
SEVILLE	2435	1751	141.35	.41	.25	32912
CHEVROLET	82167	101313	81.09	13.71	14.37	1322772
PRIZM	6061	9309	65.00	1.01	1.32	107120
CAVALIER	24417	26005	94.12	4.09	3.69	292551
LUMINA	18368	17842	74.87	2.03	2.53	214974
CORSICA	8324	11906	69.91	1.39	1.69	164108
BERETTA	3968	7384	53.74	.66	1.05	95403
CAMARO	2845	4995	56.98	.47	.71	76593
CORVETTE	1135	1398	81.19	.19	.20	21188
CAPRICE	9057	8543	106.13	1.51	1.21	146788
OLDSMOBILE	32322	37617	85.92	5.39	5.33	505283
CALAIS	7197	5799	124.11	1.20	.82	99724
CUTLASS CIERA	6398	9460	67.63	1.07	1.34	132790
CUTLASS SUPRM	6858	9431	72.72	1.14	1.34	110677
TORONADO	612	933	65.59	.10	.13	14484
PONTIAC	35267	46792	75.37	5.88	6.63	626489
SUNBIRD	8242	9329	88.78	1.38	1.32	119073
GRAND AM	11019	16539	66.62	1.83	2.34	201452
6000	1721	4244	40.55	.29	.60	46800
BONNEVILLE	4372	5351	81.70	.73	.76	61247
FIREBIRD	1555	2769	56.18	.26	.39	38230
GRAND PRIX	6507	7240	89.88	1.09	1.03	115093
SATURN	1301	-	-	.22	-	1738
GEN. MTRS. CORP	209026	243704	85.77	34.87	34.55	3245969
MISC. DOMESTIC	2	5	40.00	-	-	77
OTHER IMPORT	201764	236249	85.42	33.59	33.48	3141532
U. S. TOTAL	599505	705576	84.97			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	14292	24.17	74292	99596	74.58	24.17	24.42
CHRYSLER	230	.07	230	368	62.50	.07	.09
DODGE	32258	10.49	32258	51214	62.99	10.49	12.56
FORD	85589	27.87	85589	114052	75.04	27.87	27.96
FREIGHTLINER	1793	.58	1793	2101	85.34	.58	.52
G.M.C.	21440	6.98	21440	27811	77.09	6.98	6.82
HINO	136	.04	136	226	60.18	.04	.06
ISUZU	8127	2.64	8127	8742	92.96	2.64	2.14
IVECO	119	.04	119	162	73.46	.04	.04
JEEP	12798	4.16	12798	17456	73.32	4.16	4.28
KENWORTH	1100	.36	1100	1117	98.48	.36	.27
MACK/MIDLINER	947	.31	947	1390	68.13	.31	.34
MERCEDES BENZ	91	.03	91	150	60.67	.03	.04
MITSUBISHI FUSO	274	.09	274	291	94.16	.09	.07
NAVISTAR	5304	1.73	5304	6031	87.95	1.73	1.48
OLDSMOBILE	1569	.51	1569	1104	142.12	.51	.27
OSHKOSH	264	.09	264	255	103.53	.09	.06
PETERBILT	966	.31	966	1384	69.80	.31	.34
PLYMOUTH	12556	4.08	12556	25706	48.84	4.08	6.30
PONTIAC	1419	.46	1419	1420	99.93	.46	.35
SCANIA	2	-	2	14	14.29	-	-
UD	135	.04	135	145	93.10	.04	.04
VOLVO	75	.02	75	71	105.63	.02	.02
WESTERN STAR	48	.02	48	94	51.06	.02	.02
WHITEGMC	322	.10	322	1176	78.23	.10	.29
OTHER IMPORTS	44609	14.51	44609	45494	98.05	14.51	11.15
MISC. DOMESTIC	319	.10	319	288	110.76	.10	.07
U. S. TOTAL	307380		307380	407860	75.36		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	44886	27690	555	190	7	470	470	24
CHRYSLER	230	-	-	-	-	-	-	-
DODGE	25070	7188	-	-	-	-	-	-
FORD	51392	29244	-	1413	-	725	2130	685
FREIGHTLINER	-	-	-	-	-	-	-	1793
G.M.C.	10502	8278	161	81	15	430	935	38
HINO	-	-	15	-	24	38	59	-
ISUZU	7596	-	411	36	23	43	18	-
IVECO	-	-	75	25	8	10	-	-
JEEP	12798	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	16	1084
MACK/MIDLINER	-	-	-	-	-	29	71	847
MERCEDES BENZ	-	-	-	-	-	32	59	-
MITSUBISHI FUSO	-	-	162	-	47	22	43	-
NAVISTAR	-	-	-	-	6	548	1955	2795
OLDSMOBILE	1569	-	-	-	-	-	-	-
OSHKOSH	-	47	8	115	70	20	-	8
PETERBILT	-	-	-	-	-	-	10	956
PLYMOUTH	12556	-	-	-	-	-	-	-
PONTIAC	1419	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	2
UD	-	-	76	-	44	29	26	-
VOLVO	-	-	-	-	-	-	64	11
WESTERN STAR	-	-	-	-	-	-	-	48
WHITEGMC	-	-	-	-	-	-	-	920
OTHER IMPORTS	43853	756	-	-	-	-	-	-
MISC. DOMESTIC	47	13	7	-	-	47	24	181
TOTAL	211318	74212	1470	1861	244	2443	5880	9392
1990 TOTAL	270811	111591	1866	2844	761	2673	6881	10847
1991 vs '90	78.05	66.51	78.78	65.44	32.06	91.40	85.48	86.59

REGISTRATIONS FOR THE D. OF COLUMBIA ARE TEMPORARILY DELAYED.

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990 & 1991

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	8055	1.34	5354	.76
CHEVROLET STORM	4615	.77	6665	.94
DODGE COLT DL/VISTA SW	1412	.24	1593	.23
DODGE STEALTH	1070	.18	-	-
EAGLE SUMMIT	1010	.17	959	.14
FORD FESTIVA	2580	.43	5501	.78
GM LOTUS	10	-	9	-
MERCURY CAPRI	1080	.18	-	-
PLYMOUTH COLT DL/VISTA SW	1217	.20	1619	.23
PONTIAC LEMANS	1811	.30	1256	.18
TC by MASERATI	91	.02	328	.05
OTHERS	-	-	303	.04
TOTAL DOMESTIC SPONSORED IMPORTS	22951	3.83	23587	3.34
OTHER IMPORTS				
ACURA	7151	1.19	10136	1.44
AUDI	1092	.18	1380	.20
BMW	4215	.70	4664	.66
DAIHATSU	490	.08	1253	.18
HONDA	37691	6.29	51325	7.27
HYUNDAI	11064	1.85	11480	1.63
INFINITI	2269	.38	1094	.16
ISUZU	560	.09	384	.05
JAGUAR	1203	.20	1652	.23
LEXUS	4384	.73	4029	.57
MAZDA	15213	2.54	16850	2.39
MERCEDES BENZ	4985	.83	5223	.74
MITSUBISHI	9711	1.62	14105	2.00
NISSAN	25054	4.18	31219	4.42
SAAB	1489	.25	1895	.27
SUBARU	9061	1.51	7368	1.04
TOYOTA	51127	8.53	54201	7.68
VOLKSWAGEN	6758	1.13	7764	1.10
VOLVO	6218	1.04	8084	1.15
OTHERS	1636	.27	2130	.30
TOTAL OTHER IMPORTS	201369	33.59	236249	33.48
GRAND TOTAL ALL IMPORT CARS	224326	37.42	259836	36.83

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	517	.17	1488	.36
DODGE RAIDER	9	-	406	.10
CHEVROLET GEO TRACKER	2317	.75	2120	.52
OTHER IMPORTS				
ISUZU	7596	2.47	8292	2.03
MAZDA	8446	2.75	8309	2.04
MITSUBISHI	3121	1.02	4117	1.01
NISSAN	11575	3.77	9271	2.27
SUZUKI	1020	.33	1412	.35
TOYOTA	19426	6.32	21311	5.23
VOLKSWAGEN	369	.12	399	.10
OTHERS	652	.21	675	.17
TOTAL OTHER IMPORT TRUCKS	52205	16.98	53786	13.19
GRAND TOTAL ALL IMPORT TRUCKS	55048	17.91	57800	14.17

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING, OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963868
1988	10479931	5211100
1989	9852617	5100195
1990	9159628	4805084

STRATEGY: BE SMART, THOROUGH & INFORMED.

You need a solid strategy–your company does too. Polk's Automotive Market Information System can help. It provides a database, quarterly report and custom studies on car and truck buyers, including:

- **Vehicle data**
- **Demographics**
- **Geography**

Call or write Virginia McNamara for more information.

R. L. POLK & CO.
1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

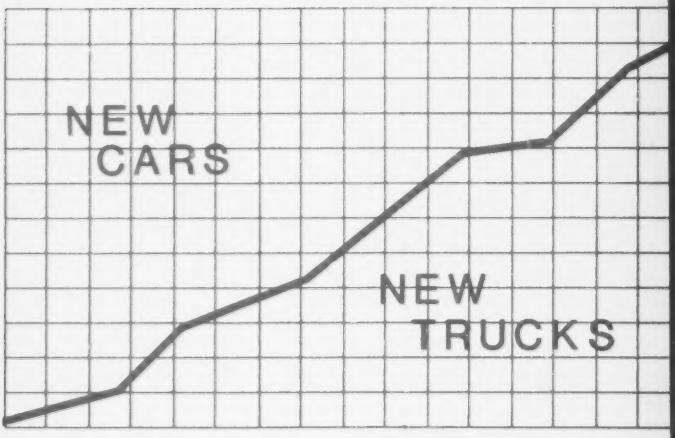
AUTOMIS

C7715-3A

FEBRUARY
1991

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK

R.L.POLK & CO
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	10232	11333	90.29	1.73	1.71
LEBARON	4573	4221	108.34	.78	.64
NEW YORKER	1259	2652	47.47	.21	.40
5TH AVE	3430	2988	114.79	.58	.45
IMPERIAL	889	991	90.72	.15	.15
DODGE	28149	25878	108.78	4.76	3.90
DAYTONA	1042	2558	40.73	.18	.39
SHADOW	4563	4221	108.10	.77	.64
SPIRIT	8443	7259	116.31	1.43	1.09
DYNASTY	10797	7355	146.80	1.84	1.10
PLYMOUTH	15573	19463	80.04	2.64	2.93
HORIZON	100	2066	4.84	.02	.31
SUNDANCE	3144	3474	90.50	.53	.52
ACCLAIM	9630	8012	120.19	1.63	1.21
LASER	1783	3743	47.64	.30	.56
EAGLE	3427	4399	77.90	.58	.66
PREMIER	419	1207	34.71	.07	.18
TALON	2075	1956	105.60	.35	.30
CHRYSLER CORP.	57387	61073	93.96	9.73	9.20
FORD	85542	102618	83.36	14.49	15.46
ESCORT	21656	20382	106.25	3.67	3.07
PROBE	5741	8154	70.41	.97	1.23
MUSTANG	4738	8740	54.21	.80	1.32
TEMPO	17024	19694	86.44	2.88	2.97
TAURUS	24088	25651	93.91	4.08	3.86
CROWN VICTORIA	3051	7236	42.16	.52	1.09
THUNDERBIRD	6784	7769	87.32	1.15	1.17
LINCOLN	14505	16750	86.59	2.46	2.53
MERCURY	26512	27658	95.86	4.51	4.17
TRACER	4554	1389	328.58	.77	.21
TOPAZ	4025	5883	68.42	.68	.89
SABLE	7284	7285	99.99	1.25	1.10
COUGAR	3602	5704	63.15	.61	.86
GRAND MARQUIS	5929	7397	80.15	1.00	1.11
FORD MOTOR CO.	126659	147197	86.05	21.46	22.18
BUICK	40821	38651	105.61	6.92	5.82
SKYLARK	8542	7861	108.66	1.45	1.18
CENTURY	8419	9483	88.78	1.43	1.43
REGAL	7034	3944	178.35	1.19	.59
LESABRE	7957	10945	72.70	1.35	1.65
ROADMASTER	261	-	-	.04	-
PARK AVE	7190	4631	155.26	1.22	.70
RIVIERA	1249	1315	94.98	.21	.20
REATTA	163	317	53.31	.03	.05
CADILLAC	13164	18734	70.24	2.23	2.83
ALLANTE	131	208	62.98	.02	.03
ELDORADO	955	1573	60.71	.15	.24
SEVILLE	1417	1857	76.31	.24	.28
CHEVROLET	84375	92585	91.13	14.30	13.95
PRIZM	7541	7808	96.58	1.28	1.18
CAVALIER	21958	20207	108.67	3.73	3.04
LUMINA	13333	15595	85.50	2.26	2.35
CORSICA	12447	13128	94.81	2.11	1.98
BERETTA	3780	7655	49.45	.64	1.15
CAMARO	2966	4831	61.40	.50	.73
CORVETTE	1134	1339	84.69	.19	.20
CAPRICE	9455	7808	121.09	1.60	1.18
OLDSMOBILE	29941	38667	77.43	5.07	5.83
CALAIS	6586	6647	99.08	1.12	1.00
CUTLASS CIERA	6383	9265	68.89	1.08	1.40
CUTLASS SUPRM	6470	9462	68.38	1.10	1.43
TORONADO	678	865	78.38	.11	.13
PONTIAC	37971	42190	90.01	6.43	6.35
SUNBIRD	7551	7408	101.93	1.28	1.12
GRAND AM	13244	13562	97.66	2.24	2.05
6000	2265	3404	66.48	.38	.51
BONNEVILLE	4102	5472	74.96	.70	.82
FIREBIRD	1256	2855	43.99	.21	.43
GRAND PRIX	6869	7173	95.76	1.16	1.08
SATURN	2115	-	-	.36	-
GEN. MTRS. CORP	208391	230840	90.28	35.31	34.78
MISC. DOMESTIC	1	5	16.67	-	-
OTHER IMPORT	197654	224642	87.99	33.50	33.84
U.S. TOTAL	590092	663758	88.90		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	20184	24709	81.72	1.69	1.80	179892
LEBARON	8131	9594	84.75	.68	.69	86996
NEW YORKER	2832	5321	52.53	.24	.39	37860
5TH AVE	6907	6455	99.31	.58	.51	38253
IMPERIAL	2146	1852	115.82	.18	.14	12730
DODGE	60682	53720	112.96	5.10	3.93	352646
DAYTONA	2274	5653	41.28	.19	.40	33906
SHADOW	10337	9598	106.59	.87	.71	53672
SPIRIT	18335	14521	125.25	1.54	1.06	92134
DYNASTY	23506	15457	152.07	1.98	1.14	104383
PLYMOUTH	35293	39748	88.81	2.96	2.90	247582
HORIZON	212	3836	5.53	.02	.28	12745
SUNDANCE	7522	7331	84.84	.63	.58	62869
ACCLAIM	21671	16283	133.09	1.81	1.19	108697
LASER	3753	7178	52.30	.32	.52	39154
EAGLE	7024	9031	77.78	.59	.66	58136
PREMIER	839	2616	32.07	.07	.19	17147
TALON	4238	4182	101.34	.36	.31	27300
CHRYSLER CORP.	123189	127199	96.85	10.34	9.29	838456
FORD	170778	211567	80.71	14.34	15.45	1313488
ESCORT	43098	41844	103.00	3.62	3.06	285143
PROBE	10414	16815	61.93	.87	1.23	101981
MUSTANG	10478	17469	59.98	.88	1.28	124578
TEMPO	33933	39854	85.19	2.85	2.89	216280
TAURUS	46341	54082	85.68	3.90	3.97	312012
CROWN VICTORIA	9532	16020	59.51	.80	1.17	115241
THUNDERBIRD	11937	15310	77.97	1.00	1.12	104179
LINCOLN	28961	34616	83.66	2.43	2.53	229636
MERCURY	50555	60201	83.98	4.24	4.40	386293
TRACER	8309	3339	248.85	.70	.24	33295
TOPAZ	8342	13043	63.96	.70	.95	71850
SABLE	13212	15797	83.64	1.11	1.15	96692
COUGAR	7869	11631	67.62	.66	.85	74753
GRAND MARQUIS	10536	16391	64.28	.88	1.20	102674
FORD MOTOR CO.	250294	306691	81.61	21.01	22.40	1933595
BUICK	18874	17722	101.48	5.62	5.68	531602
SKYLARK	16402	14098	116.34	1.38	1.03	89862
CENTURY	15521	19535	79.45	1.30	1.43	113105
REGAL	15241	8408	181.27	1.28	.61	87036
LESABRE	15541	22042	70.51	1.30	1.61	151967
ROADMASTER	271	-	-	.02	-	3
PARK AVE	13120	9943	131.95	1.10	.73	61747
RIVIERA	2259	2729	82.78	.19	.20	20534
REATTA	519	569	91.21	.04	.04	6319
CADILLAC	33180	37696	88.02	2.79	2.75	257923
ALLANTE	408	441	92.52	.03	.03	3148
ELDORADO	2285	3264	70.01	.19	.24	23156
SEVILLE	3896	3608	107.98	.34	.26	32912
CHEVROLET	166696	193898	85.97	14.00	14.16	1322772
PRIZM	13623	17117	79.59	1.14	1.25	107120
CAVALIER	46435	46212	100.61	3.92	3.38	292551
LUMINA	26711	33437	79.88	2.24	2.44	214974
CORSICA	20779	25034	83.00	1.74	1.83	164108
BERETTA	7763	15049	51.58	.65	1.10	95403
CAMARO	5814	9826	59.17	.49	.72	76593
CORVETTE	2269	2737	82.90	.19	.20	21188
CAPRICE	18537	16351	113.37	1.56	1.19	146788
OLDSMOBILE	62325	76284	81.70	5.23	5.57	505203
CALAIS	13798	12445	110.86	1.16	.91	99724
CUTLASS CIERA	12803	18725	68.37	1.07	1.37	132790
CUTLASS SUPRM	13335	18893	70.58	1.12	1.38	110677
TORONADO	1291	1798	71.80	.11	.13	14484
PONTIAC	73257	88932	82.37	6.15	6.49	626489
SUNBIRD	15837	16737	94.62	1.33	1.22	119073
GRAND AM	24273	30101	80.64	2.04	2.20	201452
6000	3987	7648	52.13	.33	.56	46800
BONNEVILLE	8475	10823	78.31	.71	.79	67247
FIREBIRD	2811	5623	49.99	.24	.41	38230
GRAND PRIX	13377	14413	92.81	1.12	1.05	115093
SATURN	3416	-	-	.29	-	1738
GEN. MTRS. CORP	417762	474544	88.03	35.08	34.65	3245969
MISC. DOMESTIC	3	11	27.27	-	-	77
OTHER IMPORT	399873	460891	86.76	33.57	33.66	3141532
U.S. TOTAL	1191121	1369336	86.99			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	FEB	%	YEAR TO DATE		% '91	% IND	
		IND			VS '90		
	1991		1991	1990		1991	1990
CHEVROLET	71549	24.66	145897	185283	78.74	24.40	24.48
CHRYSLER	230	.08	460	596	77.18	.08	.08
DODGE	32361	11.15	64668	90719	71.28	10.82	11.97
FORD	82030	28.29	167706	217273	77.19	28.06	28.69
FREIGHTLINER	1636	.56	3430	4111	83.43	.57	.54
G.M.C.	20840	7.18	42290	52459	80.62	7.07	6.92
HINO	147	.05	273	400	68.25	.05	.05
ISUZU	7105	2.45	15254	16661	91.56	2.55	2.20
IVECO	86	.03	205	293	69.97	.03	.04
JEEP	10315	3.55	23156	33075	70.01	3.87	4.37
KENWORTH	1037	.36	2137	2335	91.52	.36	.31
MACK/MIDLINER	795	.27	1743	2835	61.48	.29	.37
MERCEDES BENZ	58	.02	149	273	54.58	.02	.04
MITSUBISHI FUSO	198	.07	472	529	89.22	.08	.07
NAVISTAR	4552	1.57	9855	10730	91.85	1.65	1.42
OLDSMOBILE	1576	.54	3149	2398	131.26	.53	.32
OSHKOSH	294	.10	558	567	98.41	.09	.07
PETERBILT	821	.28	1787	2381	75.05	.30	.31
PLYMOUTH	11447	3.94	24013	39908	60.17	4.02	5.27
PONTIAC	1307	.45	2729	3045	89.62	.46	.40
SCANIA	2	-	4	19	21.05	-	-
UD	123	.04	258	263	98.10	.04	.03
VOLVO	27	.01	102	143	71.33	.02	.02
WESTERN STAR	41	.01	89	185	48.11	.01	.02
WHITEGMC	866	.30	1786	2204	81.03	.30	.29
OTHER IMPORTS	40430	13.93	85092	88280	96.39	14.23	11.65
MISC. DOMESTIC	306	.11	625	645	96.90	.10	.09
U. S. TOTAL	290172		597886	757611	78.92		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	87372	54331	1685	416	12	985	1033	63
CHRYSLER	460	-	-	-	-	-	-	-
DODGE	48231	15435	-	-	-	-	-	-
FORD	100828	58016	-	2873	-	1097	3556	1336
FREIGHTLINER	-	-	-	-	-	-	-	3430
G.M.C.	20009	18386	289	161	31	756	2573	79
HINO	-	-	146	-	64	68	95	-
ISUZU	14173	-	783	94	49	105	50	-
IVECO	-	-	131	40	15	19	-	-
JEEP	23156	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	36	2101
MACK/MIDLINER	-	-	-	-	-	53	138	1552
MERCEDES BENZ	-	-	-	-	-	48	103	-
MITSUBISHI FUSO	-	-	265	-	90	43	74	-
NAVISTAR	-	-	-	1	10	1038	3897	4910
OLDSMOBILE	3149	-	-	-	-	-	-	-
OSHKOSH	-	55	21	257	164	43	-	18
PETERBILT	-	-	-	-	-	-	29	1758
PLYMOUTH	24013	-	-	-	-	-	-	-
PONTIAC	2729	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	4
UD	-	-	68	-	87	55	48	-
VOLVO	-	-	-	-	-	-	89	13
WESTERN STAR	-	-	-	-	-	-	-	89
WHITEGMC	-	-	-	-	-	-	-	1786
OTHER IMPORTS	83726	1366	-	-	-	-	-	-
MISC. DOMESTIC	89	27	11	-	-	109	59	330
TOTAL	408835	147616	3299	3848	522	4417	11780	17469
1990 TOTAL	493981	215677	4070	5095	701	4772	12821	20496
1991 vs '90	82.78	68.44	81.06	75.55	74.47	92.56	91.88	85.23

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990 & 1991

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	15607	1.31	10322	.75
CHEVROLET STORM	8611	.72	14042	1.03
DODGE COLT DL/VISTA SW	2534	.21	3182	.23
DODGE STEALTH	2367	.20	-	-
EAGLE SUMMIT	1947	.16	2150	.16
FORD FESTIVA	5045	.42	10493	.77
GM LOTUS	14	-	12	-
MERCURY CAPRI	2291	.19	-	-
PLYMOUTH COLT DL/VISTA SW	2141	.18	3247	.24
PONTIAC LEMANS	4497	.38	3462	.25
TC by MASERATI	169	.01	725	.05
OTHERS	-	-	553	.04
TOTAL DOMESTIC SPONSORED IMPORTS	45223	3.80	48208	3.52
OTHER IMPORTS				
ACURA	16113	1.35	19676	1.44
AUDI	2003	.17	2797	.20
BMW	7391	.62	8699	.64
DAIHATSU	872	.07	2104	.15
HONDA	83133	6.98	102333	7.47
HYUNDAI	19216	1.61	22020	1.61
INFINITI	4022	.34	1860	.14
ISUZU	1065	.09	646	.05
JAGUAR	1817	.15	3048	.22
LEXUS	8135	.68	7699	.56
MAZDA	34120	2.86	32612	2.38
MERCEDES BENZ	8620	.72	10345	.76
MITSUBISHI	24710	2.07	29205	2.13
NISSAN	43342	3.64	61044	4.46
SAAB	2978	.25	3803	.28
SUBARU	16620	1.40	14102	1.03
TOYOTA	97441	8.18	104549	7.64
VOLKSWAGEN	13559	1.14	15509	1.13
VOLVO	11726	.98	14547	1.06
OTHERS	2984	.25	4293	.31
TOTAL OTHER IMPORTS	399873	33.57	460891	33.66
GRAND TOTAL ALL IMPORT CARS	445096	37.37	509099	37.18

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	902	.15	2670	.35
DODGE RAIDER	22	-	661	.09
CHEVROLET GEO TRACKER	4129	.69	4200	.55
OTHER IMPORTS				
ISUZU	14173	2.37	15531	2.05
MAZDA	16131	2.70	16073	2.12
MITSUBISHI	6183	1.03	7605	1.00
NISSAN	20535	3.43	20740	2.74
SUZUKI	2135	.36	2485	.33
TOYOTA	38244	6.40	39282	5.18
VOLKSWAGEN	755	.13	813	.11
OTHERS	1109	.19	1282	.17
TOTAL OTHER IMPORT TRUCKS	99265	16.60	103811	13.70
GRAND TOTAL ALL IMPORT TRUCKS	104318	17.44	111342	14.70

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

FEBRUARY 1991 ISSUED 05/91

YOUR COMPETITIVE EDGE in the market place

AUTOMIS

Polk's Automotive Market Information System can be a significant aid to decision-making. It has vehicle data, demographics, and geography. AutoMIS includes:

- A computerized database of car and truck buyers
- Quarterly reports on market activity trends
- Custom-designed research studies

Call or write Virginia McNamara for more information.

R. L. POLK & CO.

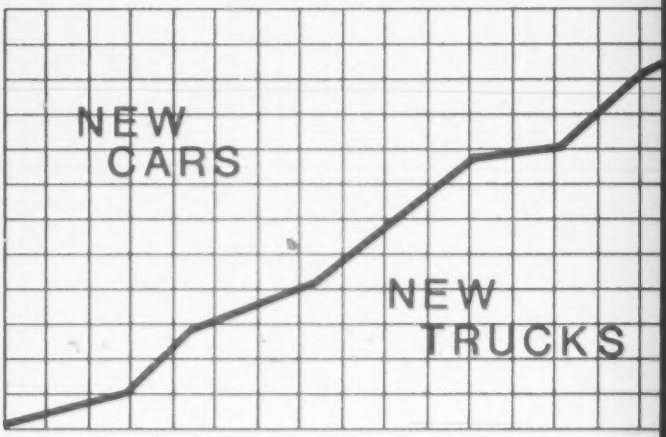
1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

C7715-3A

POCKET SUMMARY

MARCH 1991

OF REGISTRATIONS



COURTESY OF

POLK.

R.L. POLK & CO.
STATISTICAL SERVICES DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	10057	14008	71.79	1.50	1.79
LEBARON	5022	6947	72.29	.74	.88
NEW YORKER	1317	2892	45.54	.20	.37
5TH AVE	2994	2707	110.60	.45	.35
IMPERIAL	619	905	68.40	.09	.12
DODGE	24355	28762	84.68	3.65	3.69
DAYTONA	1471	2893	50.85	.22	.37
SHADOW	5469	5528	98.93	.82	.71
SPIRIT	7092	7587	93.48	1.06	.97
DYNASTY	7211	8025	89.86	1.08	1.03
PLYMOUTH	15518	21408	72.49	2.32	2.74
HORIZON	116	2287	5.07	.02	.29
SUNDANCE	3222	4793	67.22	.48	.61
ACCLAIM	8770	8049	108.96	1.31	1.04
LASER	2362	4071	58.02	.35	.52
EAGLE	4371	4578	95.48	.65	.59
PREMIER	695	1154	60.23	.10	.15
TALON	2601	1964	132.43	.39	.25
CHRYSLER CORP.	54301	68756	78.98	8.12	8.81
FORD	33746	113931	82.28	14.01	14.60
ESCORT	19453	22295	87.25	2.91	2.86
PROBE	5812	9260	62.76	.87	1.19
MUSTANG	6065	10958	55.35	.91	1.40
TEMPO	17834	20546	86.80	2.67	2.63
TAURUS	26926	27107	99.33	4.01	3.48
CROWN VICTORIA	7187	9088	79.08	1.07	1.16
THUNDERBIRD	7220	9554	75.57	1.08	1.22
LINCOLN	14165	21693	65.30	2.12	2.78
MERCURY	30798	32341	95.23	4.61	4.14
TRACER	4728	1205	392.37	.71	.15
TOPAZ	4663	6554	71.24	.70	.84
SABLE	7302	8736	83.59	1.09	1.12
COUGAR	4745	7266	65.30	.71	.93
GRAND MARQUIS	7847	8580	91.45	1.17	1.10
FORD MOTOR CO.	138709	168171	82.48	20.74	21.55
BUICK	44699	43984	101.63	6.68	5.64
SKYLARK	7723	8056	95.87	1.15	1.03
CENTURY	9113	10511	86.70	1.36	1.35
REGAL	8319	4589	181.28	1.24	.59
LESABRE	10560	13752	76.79	1.60	1.76
ROADMASTER	754	-	-	.11	-
PARK AVE	6586	4572	144.05	.98	.59
RIVIERA	1423	1817	78.32	.21	.23
REATTA	221	548	40.33	.03	.07
CADILLAC	16669	23941	69.63	2.49	3.07
ALLANTE	183	224	81.70	.03	.03
ELDORADO	1521	2019	75.33	.23	.26
SEVILLE	2893	2604	111.10	.42	.33
CHEVROLET	89592	117087	76.50	13.43	14.99
PRIZM	5107	8297	61.55	.76	1.06
CAVALIER	24793	24684	100.44	3.72	3.16
LUMINA	16035	19073	84.07	2.40	2.44
CORSICA	11207	18359	61.04	1.68	2.35
BERETTA	4733	8600	55.03	.71	1.10
CAMARO	3705	5966	62.10	.55	.76
CORVETTE	1587	1715	92.54	.24	.22
CAPRICE	11227	12300	91.28	1.68	1.58
OLDSMOBILE	36915	46804	78.87	5.52	6.00
CALAIS	9092	9432	96.40	1.36	1.21
CUTLASS CIERA	7786	11367	68.50	1.16	1.46
CUTLASS SUPRM	7535	11114	67.80	1.13	1.42
TORONADO	848	1366	62.08	.13	.18
PONTIAC	43872	47871	91.65	6.56	6.13
SUNBIRD	8198	7972	102.83	1.23	1.02
GRAND AM	16411	14321	114.59	2.45	1.83
6000	2541	4752	53.47	.38	.61
BONNEVILLE	4595	5999	76.26	.70	.77
FIREBIRD	1584	3088	51.30	.24	.40
GRAND PRIX	8077	9313	86.73	1.21	1.19
SATURN	2987	-	-	.44	-
GEN. MTRS. CORP	234837	279701	85.96	35.12	35.83
MISC. DOMESTIC	1	3	33.33	-	-
OTHER IMPORT	240811	263892	91.25	36.02	33.81
U.S. TOTAL	668659	780523	85.67		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	30241	38708	78.13	1.61	1.80	179892
LEBARON	13153	16541	79.52	.70	.76	86996
NEW YORKER	4149	8283	50.09	.22	.39	37860
5TH AVE	9901	9662	102.47	.53	.45	38253
IMPERIAL	2764	2757	100.25	.15	.13	12730
DODGE	85037	82482	103.10	4.55	3.84	352846
DAYTONA	3745	8402	44.57	.20	.39	33906
SHADOW	15806	15226	103.81	.84	.71	69642
SPIRIT	25427	22110	115.00	1.36	1.03	92134
DYNASTY	30717	23482	130.81	1.65	1.09	104383
PLYMOUTH	50815	61156	83.09	2.71	2.84	247582
HORIZON	328	6123	5.36	.02	.28	12745
SUNDANCE	10743	12724	84.43	.57	.59	62869
ACCLAIM	30441	24332	125.11	1.62	1.14	108697
LASER	6115	11247	54.37	.33	.52	39154
EAGLE	11395	13609	83.73	.61	.63	58136
PREMIER	1534	3770	40.69	.08	.18	17147
TALON	6839	6146	111.28	.37	.28	27300
CHRYSLER CORP.	177488	195955	90.58	9.48	9.11	838456
FORD	264523	325518	81.26	14.13	15.15	1313488
ESCORT	62551	64139	97.52	3.34	2.98	285143
PROBE	16226	26075	62.23	.87	1.21	101981
MUSTANG	16543	28427	58.19	.88	1.32	124578
TEMPO	51767	60100	86.13	2.76	2.80	216280
TAURUS	73266	81189	90.24	3.93	3.78	312012
CROWN VICTORIA	16719	25108	66.59	.89	1.17	116241
THUNDERBIRD	19157	24864	77.05	1.02	1.16	104179
LINCOLN	45126	56309	76.59	2.30	2.62	229636
MERCURY	81353	92542	87.91	4.34	-	386253
TRACER	13037	4544	286.91	.70	.211	33295
TOPAZ	13011	19597	66.39	.69	-	1850
SABLE	20514	24533	83.62	1.10	-	6692
COUGAR	12610	18897	66.73	.67	-	74753
GRAND MARQUIS	18383	24971	73.62	.98	.10	102674
FORD MOTOR CO.	389002	474862	81.92	20.77	22.09	1933598
BUICK	123572	121706	101.53	6.60	5.66	531602
SKYLARK	24125	22154	108.90	1.29	1.03	89862
CENTURY	24634	30046	81.99	1.32	1.40	113105
REGAL	23560	12997	181.27	1.26	.60	87036
LESABRE	26101	35794	72.92	1.39	1.67	151967
ROADMASTER	1025	-	-	.05	-	3
PARK AVE	19706	14515	135.76	1.05	.68	61747
RIVIERA	3681	4546	80.97	.20	.21	20694
REATTA	740	1117	66.25	.04	.05	6319
CADILLAC	49849	61637	80.88	2.66	2.87	257923
ALLANTE	591	665	88.87	.03	.03	3148
ELDORADO	3806	5283	72.04	.20	.25	23156
SEVILLE	6789	8212	109.29	.37	.29	32912
CHEVROLET	256387	310985	82.44	13.70	14.47	1322772
PRIZM	18730	25414	73.70	1.00	1.18	107120
CAVALIER	71288	70856	100.55	3.81	3.31	292551
LUMINA	42745	52510	81.40	2.28	2.44	214974
CORSICA	31986	43393	73.71	1.71	2.02	164108
BERETTA	12496	23649	52.84	.67	1.10	95403
CAMARO	9519	15792	60.28	.51	.73	76593
CORVETTE	3856	4452	86.61	.21	.21	21188
CAPRICE	29764	28651	103.88	1.59	1.33	146788
OLDSMOBILE	99239	123088	80.62	5.30	5.73	505283
CALAIS	22889	21878	104.62	1.23	1.02	99724
CUTLASS CIERA	20589	30092	68.42	1.10	1.39	132790
CUTLASS SUPRM	20870	30007	69.55	1.11	1.40	110677
TORONADO	2139	3164	67.60	.11	.15	14484
PONTIAC	117124	136803	85.62	6.25	6.36	626489
SUNBIRD	24035	24709	97.27	1.28	1.15	119073
GRAND AM	40684	44402	91.59	2.17	2.06	201452
6000	6528	12400	52.65	.35	.58	46800
BONNEVILLE	13170	16822	78.29	.70	.78	67247
FIREBIRD	4395	8711	50.45	.23	.41	38230
GRAND PRIX	21449	23726	90.40	1.15	1.10	115093
SATURN	6383	-	-	.34	-	1738
GEN. MTRS. CORP	652591	754245	86.52	34.85	35.09	5245969
MISC. DOMESTIC	4	14	28.57	-	-	77
OTHER IMPORT	653753	724783	90.20	34.90	33.71	3141632
U.S. TOTAL	1872838	2149359	87.11			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	87394	25.17	233285	289626	80.55	24.63	24.89
CHRYSLER	307	.09	767	824	93.08	.08	.07
DODGE	39343	11.33	104009	130547	79.67	10.98	11.22
FORD	97751	28.17	265448	339773	78.13	28.06	29.20
FREIGHTLINER	1921	.55	5351	6240	85.75	.57	.54
G.M.C.	24708	7.12	66994	79839	83.91	7.07	6.86
HINO	182	.05	455	627	72.57	.05	.05
ISUZU	8606	2.48	23860	29113	81.96	2.52	2.50
IVECO	96	.03	301	529	56.90	.03	.05
JEEP	11035	3.18	34191	50327	67.94	3.61	4.32
KENWORTH	912	.26	3049	4009	76.05	.32	.34
MACK/MIDLINER	940	.27	2682	4427	60.58	.28	.38
MERCEDES BENZ	102	.03	251	414	60.63	.03	.04
MITSUBISHI FUSO	213	.06	685	821	83.43	.07	.07
NAVISTAR	4452	1.28	14307	16286	87.85	1.51	1.40
OLDSMOBILE	2084	.60	5233	3990	131.15	.55	.34
OSHKOSH	332	.10	890	996	89.36	.09	.09
PETERBILT	781	.22	2568	3548	72.38	.27	.30
PLYMOUTH	14856	4.28	38869	51083	76.09	4.10	4.39
PONTIAC	1770	.51	4499	5092	88.35	.48	.44
SCANIA	-	-	4	34	11.76	-	-
UD	146	.04	418	441	94.78	.04	.04
VOLVO	37	.01	139	220	63.18	.01	.02
WESTERN STAR	73	.02	162	284	57.04	.02	.02
WHITEGMC	531	.15	2317	3651	63.46	.24	.31
OTHER IMPORTS	48266	13.90	135284	139985	96.64	14.29	12.03
MISC. DOMESTIC	363	.10	987	1100	89.73	.10	.09
U. S. TOTAL	347201		947005	1163826	81.37		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	140125	86910	2503	639	16	1473	1528	91
CHRYSLER	767	-	-	-	-	-	-	-
DODGE	77453	26556	-	-	-	-	-	-
FORD	161349	90874	-	4517	-	1453	5219	2036
FREIGHTLINER	-	-	-	-	-	-	-	5351
G.M.C.	31946	29168	415	280	49	1119	3885	132
HINO	-	-	79	-	104	131	141	-
ISUZU	22032	-	1339	173	80	173	63	-
IVECO	-	-	183	73	18	27	-	-
JEEP	34191	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	50	2999
MACK/MIDLINER	-	-	-	-	-	81	213	2388
MERCEDES BENZ	-	-	-	-	-	77	174	-
MITSUBISHI FUSO	-	-	386	-	135	56	108	-
NAVISTAR	-	-	-	7	15	1559	6018	6708
OLDSMOBILE	5233	-	-	-	-	-	-	-
OSHKOSH	-	59	42	395	279	80	1	34
PETERBILT	-	-	-	-	-	-	40	2528
PLYMOUTH	38869	-	-	-	-	-	-	-
PONTIAC	4499	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	4
UD	-	-	106	-	142	94	76	-
VOLVO	-	-	-	-	-	-	125	14
WESTERN STAR	-	-	-	-	-	-	-	162
WHITEGMC	-	-	-	-	-	-	-	2317
OTHER IMPORTS	133223	2061	-	-	-	-	-	-
MISC. DOMESTIC	135	45	17	-	-	174	96	520
TOTAL	649822	235673	5070	6084	838	6497	17737	25284
1990 TOTAL	744942	341635	7569	8013	1361	8324	20092	31890
1991 vs '90	87.23	68.98	66.98	75.93	61.57	78.05	88.28	79.29

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990 & 1991

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	21933	1.17	15056	.70
CHEVROLET STORM	13364	.71	23791	1.11
DODGE COLT DL/VISTA SW	3764	.20	4956	.23
DODGE STEALTH	3805	.20	-	-
EAGLE SUMMIT	3022	.16	3581	.17
FORD FESTIVA	8294	.44	15616	.73
GM LOTUS	37	-	26	-
MERCURY CAPRI	3798	.20	-	-
PLYMOUTH COLT DL/VISTA SW	3188	.17	5002	.23
PONTIAC LEMANS	6863	.37	5887	.27
TC by MASERATI	274	.01	1201	.06
OTHERS	-	-	869	.04
TOTAL DOMESTIC SPONSORED IMPORTS	68342	3.65	75985	3.53
OTHER IMPORTS				
ACURA	29647	1.58	31069	1.45
AUDI	2939	.16	4592	.21
BMW	11456	.61	13452	.63
DAIHATSU	1413	.08	2916	.14
HONDA	145428	7.77	162509	7.56
HYUNDAI	30044	1.60	33252	1.55
INFINITI	6125	.33	3162	.15
ISUZU	1769	.09	1012	.05
JAGUAR	2638	.14	4710	.22
LEXUS	12510	.67	12000	.56
MAZDA	57942	3.09	52604	2.45
MERCEDES BENZ	13367	.71	16566	.77
MITSUBISHI	36051	1.92	40724	1.89
NISSAN	76001	4.06	97116	4.52
SAAB	5821	.31	6098	.28
SUBARU	24769	1.32	21853	1.02
TOYOTA	151115	8.07	167960	7.81
VOLKSWAGEN	21355	1.14	24802	1.15
VOLVO	18721	1.00	21534	1.00
OTHERS	4642	.25	6852	.32
TOTAL OTHER IMPORTS	653753	34.91	724783	33.71
GRAND TOTAL ALL IMPORT CARS	722095	38.56	800768	37.25

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	1316	.14	3855	.33
DODGE RAIDER	29	-	852	.07
CHEVROLET GEO TRACKER	6083	.64	6739	.58
OTHER IMPORTS				
ISUZU	22032	2.33	25389	2.18
MAZDA	25048	2.64	24992	2.15
MITSUBISHI	8778	.93	11010	.95
NISSAN	35676	3.77	36429	3.13
SUZUKI	3516	.37	4067	.35
TOYOTA	59400	6.27	60185	5.17
VOLKSWAGEN	1168	.12	1317	.11
OTHERS	698	.18	1985	.17
TOTAL OTHER IMPORT TRUCKS	157316	16.61	165374	14.21
GRAND TOTAL ALL IMPORT TRUCKS	164744	17.40	176830	15.19

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

MARCH 1991 ISSUED 05/91

Hispanic Buyers

TWO NEW STUDIES IN ONE! The Hispanic Car Market Study compares Hispanic and non-Hispanic new car buyers on more than two dozen automotive, demographic, and neighborhood characteristics. It also identifies the best Hispanic new car prospects.

LEARN: WHO THEY ARE
WHERE THEY ARE
WHAT THEY ARE BUYING

For Information or to order, call
VIRGINIA MCNAMARA (313) 393-0880

PRICE: $1,800.00

R. L. Polk & Co.
1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

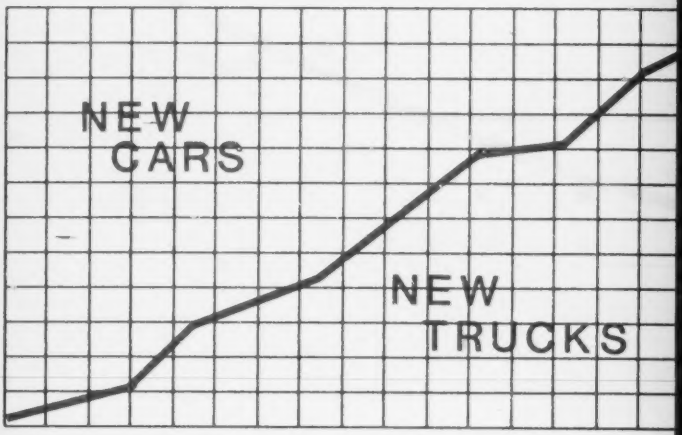
AUTOMIS

G7715-3A

POCKET SUMMARY

APRIL
1991

OF REGISTRATIONS



COURTESY OF

POLK.

R.L.POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	11438	13747	83.20	1.69	1.78
LEBARON	5910	7485	78.96	.87	.97
NEW YORKER	1596	2691	59.31	.24	.35
5TH AVE	2909	2323	125.23	.43	.30
IMPERIAL	949	841	112.84	.14	.11
DODGE	24168	24769	97.57	3.58	3.21
DAYTONA	1830	2843	64.37	.27	.37
SHADOW	6128	5067	120.94	.91	.66
SPIRIT	5326	6764	78.74	.79	.87
DYNASTY	7016	6275	111.81	1.04	.81
PLYMOUTH	14720	19627	75.00	2.18	2.55
HORIZON	72	1735	4.15	.01	.22
SUNDANCE	3556	4696	75.72	.53	.61
ACCLAIM	7170	7960	90.08	1.06	1.04
LASER	2560	3432	74.59	.38	.45
EAGLE	5444	4273	127.40	.81	.55
PREMIER	1294	1196	108.19	.19	.16
TALON	2770	1780	155.62	.42	.22
CHRYSLER CORP.	55770	62416	89.35	8.26	8.09
FORD	83825	116257	72.10	12.41	15.07
ESCORT	17469	22926	76.20	2.59	2.97
PROBE	5882	9270	63.45	.87	1.20
MUSTANG	6019	10373	58.03	.89	1.35
TEMPO	14140	19582	72.21	2.10	2.54
TAURUS	24051	29581	81.34	3.56	3.83
CROWN VICTORIA	6428	9099	70.65	.95	1.18
THUNDERBIRD	6029	10263	58.75	.89	1.33
LINCOLN	14901	19788	75.30	2.21	2.57
MERCURY	33311	32850	101.40	4.94	4.26
TRACER	3104	992	312.90	.46	.13
TOPAZ	5325	7296	72.99	.79	.95
SABLE	8451	7796	108.40	1.25	1.01
COUGAR	5039	8072	62.43	.75	1.05
GRAND MARQUIS	9903	8694	113.91	1.47	1.12
FORD MOTOR CO.	132037	169496	77.90	19.56	21.98
BUICK	43003	44414	96.82	6.37	5.76
SKYLARK	8637	7432	116.21	1.28	.96
CENTURY	8205	9598	85.48	1.22	1.24
REGAL	8981	6367	141.06	1.33	.83
LESABRE	8732	14617	59.74	1.29	1.91
ROADMASTER	1749	-	-	.26	-
PARK AVE	5157	3655	141.09	.76	.47
RIVIERA	1264	2038	62.02	.19	.26
REATTA	278	606	45.87	.04	.08
CADILLAC	15815	22109	71.53	2.34	2.87
ALLANTE	213	236	90.25	.03	.03
ELDORADO	1719	2242	76.67	.25	.29
SEVILLE	3029	2488	121.74	.45	.33
CHEVROLET	96158	120589	79.74	14.26	15.63
PRIZM	4885	9133	53.49	.72	1.18
CAVALIER	23774	26636	89.26	3.53	3.45
LUMINA	18050	19480	92.66	2.67	2.53
CORSICA	12399	16737	74.08	1.84	2.17
BERETTA	5034	7711	65.28	.75	1.00
CAMARO	4354	5960	73.05	.65	.77
CORVETTE	1676	1681	99.70	.25	.22
CAPRICE	11639	16436	70.81	1.72	2.13
OLDSMOBILE	36355	44234	82.19	5.39	5.74
CALAIS	7431	9162	81.11	1.10	1.19
CUTLASS CIERA	9985	10385	96.15	1.48	1.35
CUTLASS SUPRM	8232	10959	75.12	1.22	1.42
TORONADO	913	1318	69.27	.14	.17
PONTIAC	45244	51431	87.97	6.70	6.67
SUNBIRD	8919	7352	121.31	1.32	.95
GRAND AM	15977	19210	83.17	2.36	2.50
6000	2344	3814	61.46	.35	.49
BONNEVILLE	5244	5175	101.33	.78	.67
FIREBIRD	1730	3096	55.88	.26	.40
GRAND PRIX	7764	10656	72.86	1.15	1.38
SATURN	4070	-	-	.60	-
GEN. MTRS. CORP	240650	282797	85.10	35.66	36.67
MISC. DOMESTIC	3	11	27.27	-	-
OTHER IMPORT	246406	256458	96.08	36.52	33.26
U. S. TOTAL	674866	771178	87.51		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	41679	52455	79.46	1.64	1.80	179892
LEBARON	19063	24026	79.34	.75	.83	86996
NEW YORKER	5745	10974	52.35	.23	.38	37860
5TH AVE	12810	11985	106.88	.50	.41	38253
IMPERIAL	3713	3598	103.20	.15	.12	12730
DODGE	109205	107251	101.82	4.29	3.67	352846
DAYTONA	5575	11245	49.58	.22	.38	33906
SHADOW	21934	20293	108.09	.86	.69	69642
SPIRIT	30753	28874	106.51	1.21	.99	92134
DYNASTY	37733	29757	126.80	1.48	1.03	104383
PLYMOUTH	65535	80783	81.12	2.57	2.77	247502
HORIZON	400	7858	5.09	.02	.27	12745
SUNDANCE	14299	17420	82.08	.56	.60	62869
ACCLAIM	37611	32292	116.47	1.47	1.11	108697
LASER	8675	14679	59.10	.34	.50	39154
EAGLE	16839	17882	94.17	.66	.61	58136
PREMIER	2828	4966	56.95	.11	.17	17147
TALON	9609	7926	121.23	.38	.27	27300
CHRYSLER CORP.	233258	258371	90.28	9.16	8.85	838456
FORD	348348	441775	78.85	13.67	15.12	1313488
ESCORT	80020	87065	91.91	3.14	2.98	285143
PROBE	22108	35345	62.55	.87	1.21	101981
MUSTANG	22562	38800	58.15	.89	1.33	124578
TEMPO	65907	79682	82.71	2.59	2.73	216280
TAURUS	97327	110770	87.86	3.81	3.79	312012
CROWN VICTORIA	23147	34207	67.67	.91	1.17	116241
THUNDERBIRD	25186	35127	71.70	.99	1.20	104179
LINCOLN	58027	76097	76.25	2.28	2.61	229636
MERCURY	114664	125392	91.44	4.50	4.29	386253
TRACER	16141	5536	291.56	.63	.19	33295
TOPAZ	18336	26893	68.18	.72	.92	71850
SABLE	28965	32329	89.59	1.14	1.11	96692
COUGAR	17549	26969	65.44	.69	.92	74753
GRAND MARQUIS	28286	33665	84.02	1.11	1.15	102674
FORD MOTOR CO.	521039	644358	80.86	20.45	22.06	1933595
BUICK	166575	166120	100.27	6.54	5.69	531602
SKYLARK	32762	29586	110.73	1.29	1.01	89862
CENTURY	32839	39644	82.83	1.29	1.36	113105
REGAL	32541	19364	168.05	1.28	.66	87036
LESABRE	34833	50411	69.10	1.36	1.73	151967
ROADMASTER	2774	-	-	.11	-	3
PARK AVE	24863	18170	136.84	.98	.62	61747
RIVIERA	4945	6584	75.11	.19	.23	20694
REATTA	1018	1723	59.08	.04	.06	6719
CADILLAC	65664	83746	78.41	2.58	2.87	257923
ALLANTE	804	901	89.23	.03	.03	3148
ELDORADO	5525	7525	73.42	.22	.26	23156
SEVILLE	9818	8700	112.85	.39	.30	32912
CHEVROLET	352545	431574	81.69	13.84	14.77	1322772
PRIZM	23615	34547	68.36	.93	1.18	107120
CAVALIER	95062	97532	97.47	3.72	3.35	292551
LUMINA	60795	71990	84.45	2.39	2.46	214974
CORSICA	44385	60130	73.82	1.74	2.06	164108
BERETTA	17530	31360	55.90	.69	1.07	95403
CAMARO	13873	21752	63.78	.54	.74	76593
CORVETTE	5532	6133	90.20	.22	.21	21188
CAPRICE	41403	45087	91.83	1.63	1.54	146788
OLDSMOBILE	135594	167322	81.04	5.32	5.73	505283
CALAIS	30320	31040	97.68	1.19	1.06	99724
CUTLASS CIERA	39574	40477	75.53	1.20	1.39	132790
CUTLASS SUPRM	29102	40966	71.04	1.14	1.41	110677
TORONADO	3052	4482	68.09	.12	.15	14484
PONTIAC	162368	188234	86.26	6.37	6.44	626489
SUNBIRD	32954	32061	102.79	1.29	1.10	119073
GRAND AM	56661	63632	89.04	2.22	2.17	201452
6000	8872	16214	54.72	.35	.56	46800
BONNEVILLE	18414	21997	83.71	.72	.75	67247
FIREBIRD	6125	11807	51.88	.24	.40	38230
GRAND PRIX	29213	34382	84.97	1.15	1.18	115093
SATURN	10453	-	-	.41	-	1738
GEN. MTRS. CORP	893241	1037042	86.13	35.06	35.50	3245969
MISC. DOMESTIC	7	25	28.00	-	-	77
OTHER IMPORT	900159	981241	91.74	35.33	33.59	3141532
U.S. TOTAL	2547704	2921037	87.22			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	88772	25.03	322057	399816	80.55	24.74	25.35
CHRYSLER	310	.09	1077	1044	103.16	.08	.07
DODGE	39180	11.05	143189	168884	84.79	11.00	10.71
FORD	102422	28.88	367870	465684	79.00	28.24	29.53
FREIGHTLINER	1877	.53	7228	8207	88.07	.56	.52
G.M.C.	24877	7.01	91871	111931	82.08	7.06	7.10
HINO	142	.04	597	829	72.01	.05	.05
ISUZU	8659	2.44	32519	37920	85.76	2.50	2.40
IVECO	80	.02	381	757	50.33	.03	.05
JEEP	13430	3.79	47621	65009	73.25	3.66	4.12
KENWORTH	890	.25	3939	5338	73.79	.30	.34
MACK/MIDLINER	1089	.31	3771	6179	61.03	.29	.39
MERCEDES BENZ	80	.02	331	543	60.96	.03	.03
MITSUBISHI FUSO	281	.08	966	1106	87.34	.07	.07
NAVISTAR	3930	1.11	18237	21487	84.87	1.40	1.36
OLDSMOBILE	2197	.62	7430	6028	123.26	.57	.38
OSHKOSH	397	.11	1287	1398	92.06	.10	.09
PETERBILT	809	.23	3377	4758	70.98	.26	.30
PLYMOUTH	13948	3.93	52817	63196	83.58	4.05	4.01
PONTIAC	1828	.52	6327	7891	80.18	.49	.50
SCANIA	2	-	6	41	14.63	-	-
UD	149	.04	567	608	93.26	.04	.04
VOLVO	26	.01	165	285	57.89	.01	.02
WESTERN STAR	50	.01	212	364	58.24	.02	.02
WHITEGMC	619	.17	2936	5062	58.00	.23	.32
OTHER IMPORTS	48201	13.59	183485	191391	95.87	14.10	12.13
MISC. DOMESTIC	421	.12	1408	1518	92.75	.11	.10
U. S. TOTAL	354666		1301671	1577274	82.53		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	194153	119466	3549	851	21	1891	2004	122
CHRYSLER	1077	-	-	-	-	-	-	-
DODGE	105299	37890	-	-	-	-	-	-
FORD	223355	126797	-	6108	-	1028	6907	2875
FREIGHTLINER	-	-	-	-	-	-	-	7228
G.M.C.	43875	40153	574	400	69	1488	5108	204
HINO	-	-	99	-	140	182	176	-
ISUZU	30023	-	1815	236	109	253	83	-
IVECO	-	-	241	88	19	33	-	-
JEEP	47621	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	66	3873
MACK/MIDLINER	-	-	-	-	-	114	283	3374
MERCEDES BENZ	-	-	-	-	-	107	224	-
MITSUBISHI FUSO	-	-	554	-	185	82	145	-
NAVISTAR	-	-	-	8	20	1953	7908	8348
OLDSMOBILE	7430	-	-	-	-	-	-	-
OSHKOSH	-	63	54	617	406	103	1	43
PETERBILT	-	-	-	-	-	-	53	3324
PLYMOUTH	52817	-	-	-	-	-	-	-
PONTIAC	6327	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	6
UD	-	-	148	-	194	117	108	-
VOLVO	-	-	-	-	-	-	148	17
WESTERN STAR	-	-	-	-	-	-	-	212
WHITEGMC	-	-	-	-	-	-	-	2936
OTHER IMPORTS	180732	2753	-	-	-	-	-	-
MISC. DOMESTIC	179	74	24	-	-	231	143	757
TOTAL	892888	327196	7058	8308	1163	8382	23357	33318
1990 TOTAL	1003397	469404	10310	10844	2048	10735	27566	42970
1991 vs '90	88.99	69.70	68.46	76.61	56.79	78.08	84.73	77.54

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990 & 1991

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	28390	1.11	20064	.69
CHEVROLET STORM	21058	.83	33204	1.14
DODGE COLT DL/VISTA SW	5374	.21	6438	.22
DODGE STEALTH	5414	.21	-	-
EAGLE SUMMIT	4402	.17	4850	.17
FORD FESTIVA	12091	.47	20719	.71
GM LOTUS	42	-	46	-
MERCURY CAPRI	5287	.21	-	-
PLYMOUTH COLT DL/VISTA SW	4550	.18	6550	.22
PONTIAC LEMANS	10129	.40	7987	.27
TC by MASERATI	348	.01	1540	.05
OTHERS	-	-	1566	.05
TOTAL DOMESTIC SPONSORED IMPORTS	97085	3.81	103024	3.53
OTHER IMPORTS				
ACURA	41478	1.63	42331	1.45
AUDI	3976	.16	6310	.22
BMW	15967	.63	18599	.64
DAIHATSU	1899	.07	3716	.13
HONDA	201426	7.91	222161	7.61
HYUNDAI	39652	1.56	43554	1.49
INFINITI	8354	.33	4639	.16
ISUZU	2703	.11	1345	.05
JAGUAR	3582	.14	6235	.21
LEXUS	17190	.67	16717	.57
MAZDA	80474	3.16	73896	2.53
MERCEDES BENZ	16842	.66	23206	.79
MITSUBISHI	49554	1.95	51552	1.76
NISSAN	105145	4.13	131167	4.49
SAAB	9269	.36	7977	.27
SUBARU	34545	1.36	30178	1.03
TOYOTA	207106	8.13	225171	7.71
VOLKSWAGEN	29206	1.15	34506	1.18
VOLVO	25461	1.00	28758	.98
OTHERS	6330	.25	9223	.32
TOTAL OTHER IMPORTS	900159	35.33	981241	33.59
GRAND TOTAL ALL IMPORT CARS	997244	39.14	1084265	37.12

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	1684	.13	4887	.31
DODGE RAIDER	31	-	1007	.06
CHEVROLET GEO TRACKER	8711	.67	9334	.59
OTHER IMPORTS				
ISUZU	30023	2.31	33436	2.12
MAZDA	34189	2.63	34045	2.16
MITSUBISHI	10846	.83	14191	.90
NISSAN	49135	3.77	52016	3.30
SUZUKI	5101	.39	5280	.33
TOYOTA	80313	6.17	81327	5.16
VOLKSWAGEN	1614	.12	1899	.12
OTHERS	2287	.18	2633	.17
TOTAL OTHER IMPORT TRUCKS	213508	16.40	224827	14.25
GRAND TOTAL ALL IMPORT TRUCKS	223934	17.20	240055	15.22

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

APRIL 1991 ISSUED 06/91

R. L. POLK & CO.

R.1-91

CONSUMER TIMING IN THE CAR MARKET, R. L. Polk's new study answers this question and more!

Find out by class, make, and carline, the interval between new car purchases. Also, learn how many cars are still in the hands of the original owner, by carline and year model.

For information or to order, call
VIRGINIA MCNAMARA (313) 393-0880

PRICE: $1,800

R. L. POLK & CO.

1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

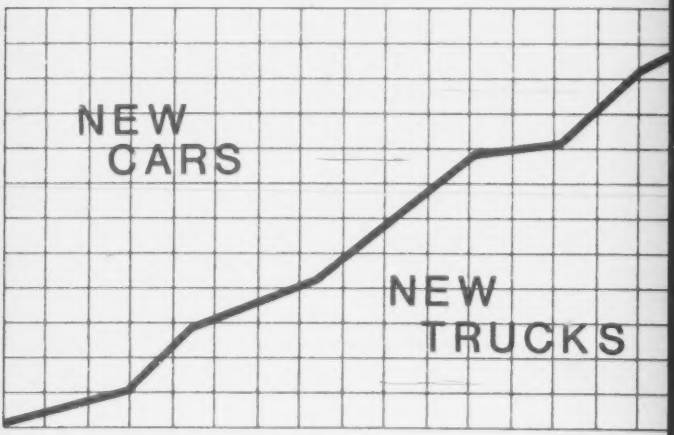
AUTOMIS

C7715-3A

MAY
1991

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R L POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	12118	19053	63.60	1.63	2.33
LEBARON	6506	10605	61.35	.87	1.30
NEW YORKER	1380	4020	34.33	.19	.49
5TH AVE	3192	3049	104.69	.43	.37
IMPERIAL	954	969	98.45	.13	.12
DODGE	29477	30884	95.44	3.96	3.77
DAYTONA	1817	3478	52.24	.24	.42
SHADOW	7926	7010	113.07	1.06	.86
SPIRIT	6087	8859	68.71	.82	1.09
DYNASTY	9245	7735	119.52	1.25	.94
PLYMOUTH	16310	23657	68.94	2.19	2.89
HORIZON	71	1316	5.40	.01	.16
SUNDANCE	4453	6366	69.95	.60	.78
ACCLAIM	7497	10332	72.56	1.01	1.26
LASER	2850	3836	74.30	.38	.47
EAGLE	5881	5185	113.42	.79	.63
PREMIER	1552	1211	128.16	.21	.15
TALON	2888	2604	110.91	.39	.31
CHRYSLER CORP.	63786	78779	80.97	8.57	9.62
FORD	92790	112254	82.66	12.47	13.71
ESCORT	18182	23095	78.73	2.44	2.82
PROBE	7669	11288	67.94	1.03	1.38
MUSTANG	7394	11030	67.04	.99	1.35
TEMPO	14328	17665	81.11	1.93	2.16
TAURUS	28416	26342	107.87	3.82	3.21
CROWN VICTORIA	6467	9012	71.76	.87	1.10
THUNDERBIRD	6906	9402	73.45	.93	1.15
LINCOLN	19443	19508	99.67	2.61	2.38
MERCURY	35285	30397	116.08	4.74	3.71
TRACER	3077	1057	291.11	.41	.13
TOPAZ	5684	6148	92.45	.76	.75
SABLE	9002	7668	117.40	1.21	.94
COUGAR	5864	7206	81.38	.79	.88
GRAND MARQUIS	9954	8318	119.67	1.34	1.01
FORD MOTOR CO.	147518	162802	90.61	19.82	19.88
BUICK	53158	44100	120.54	7.14	5.38
SKYLARK	8207	8917	92.04	1.10	1.09
CENTURY	13216	9084	145.49	1.78	1.11
REGAL	10992	6356	172.94	1.48	.78
LESABRE	9067	13686	66.25	1.22	1.86
ROADMASTER	3256	-	-	.44	-
PARK AVE	6850	3338	205.51	.92	.41
RIVIERA	1302	1993	65.33	.17	.24
REATTA	258	658	39.21	.03	.08
CADILLAC	19657	21385	91.92	2.64	2.61
ALLANTE	314	247	127.13	.04	.03
ELDORADO	1545	2378	64.97	.21	.29
SEVILLE	5109	3787	134.91	.69	.46
CHEVROLET	114769	125765	91.26	15.43	15.35
PRIZM	9107	10637	85.62	1.22	1.30
CAVALIER	26890	24571	108.99	3.64	3.00
LUMINA	20008	20850	95.96	2.69	2.55
CORSICA	18714	14537	128.73	2.51	1.77
BERETTA	6410	9696	66.11	.86	1.18
CAMARO	4775	7637	62.52	.64	.93
CORVETTE	1513	2255	67.10	.20	.28
CAPRICE	11349	18067	62.82	1.52	2.21
OLDSMOBILE	34767	45032	77.21	4.67	5.50
CALAIS	3891	8900	43.72	.52	1.09
CUTLASS CIERA	12574	14047	89.51	1.69	1.72
CUTLASS SUPRM	8609	9205	93.53	1.16	1.12
TORONADO	854	1341	63.68	.11	.16
PONTIAC	49632	61081	81.25	6.67	7.46
SUNBIRD	9373	9350	100.25	1.26	1.14
GRAND AM	18955	22166	85.51	2.54	2.71
6000	3413	4041	84.46	.46	.49
BONNEVILLE	4001	6056	66.07	.54	.74
FIREBIRD	2036	3673	55.43	.27	.45
GRAND PRIX	8523	12210	69.80	1.15	1.49
SATURN	5468	-	-	.73	-
GEN. MTRS. CORP	217521	297394	95.12	37.29	36.30
MISC. DOMESTIC	2	7	28.57	-	-
OTHER IMPORT	25546	280135	91.19	34.32	34.20
U. S. TOTAL	744286	819118	90.87		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	54544	71508	76.28	1.64	1.91	179892
LEBARON	25619	34631	73.98	.77	.93	86996
NEW YORKER	7158	14994	47.74	.22	.40	37860
5TH AVE	16421	15034	109.23	.49	.40	38253
IMPERIAL	4883	4567	106.92	.15	.12	12730
DODGE	140456	138135	101.68	4.24	3.69	352846
DAYTONA	7418	14723	50.38	.22	.39	33906
SHADOW	29682	27303	108.71	.89	.73	69642
SPIRIT	37318	37733	98.90	1.12	1.01	92134
DYNASTY	48217	37492	128.61	1.47	1.00	104383
PLYMOUTH	83501	104440	79.95	2.51	2.79	247582
HORIZON	475	9174	5.18	.01	.25	12745
SUNDANCE	18877	23786	79.36	.57	.64	62869
ACCLAIM	46548	42624	109.21	1.40	1.12	108617
LASER	11563	18515	62.45	.35	.50	39154
EAGLE	22684	23057	98.34	.68	.62	58136
PREMIER	4382	6177	70.94	.13	.17	17147
TALON	12488	10530	118.59	.37	.28	27308
CHRYSLER CORP.	301185	337150	89.33	9.07	9.01	838456
FORD	448017	554029	80.87	13.48	14.80	1313488
ESCORT	99424	110160	90.25	2.99	2.95	285143
PROBE	30961	46633	66.39	.93	1.25	101981
MUSTANG	30235	49830	60.68	.91	1.33	124578
TEMPO	83894	97347	86.18	2.53	2.60	216280
TAURUS	125391	137112	91.45	3.78	3.65	312012
CROWN VICTORIA	29377	43219	67.97	.88	1.16	116241
THUNDERBIRD	33330	44529	74.85	1.00	1.19	104179
LINCOLN	80400	95605	84.10	2.42	2.56	229636
MERCURY	152326	155789	97.78	4.59	4.17	386253
TRACER	19758	6593	299.68	.59	.18	33295
TOPAZ	24979	33041	75.60	.75	.88	71850
SABLE	38515	39937	96.29	1.17	1.07	96592
COUGAR	23950	34175	70.08	.72	.91	74753
GRAND MARQUIS	38130	41983	90.82	1.15	1.13	102674
FORD MOTOR CO.	680743	807160	84.34	20.49	21.58	1933595
BUICK	216640	210220	103.05	6.52	5.62	531602
SKYLARK	40427	38503	105.00	1.22	1.03	89862
CENTURY	45124	48728	92.60	1.34	1.30	113105
REGAL	42794	25720	166.38	1.29	.69	87026
LESABRE	43454	64097	67.79	1.31	1.71	151967
ROADMASTER	5958	-	-	.18	-	3
PARK AVE	31396	21508	145.97	.95	.58	61747
RIVIERA	6224	8577	72.57	.19	.23	20594
REATTA	1263	2381	53.04	.04	.06	6319
CADILLAC	87618	105131	83.34	2.64	2.81	257923
ALLANTE	1140	1148	99.30	.03	.03	3148
ELDORADO	7201	9903	72.72	.22	.26	23156
SEVILLE	15264	12487	122.24	.46	.34	32912
CHEVROLET	470815	557339	84.48	14.17	14.90	1322772
PRIZM	32917	45184	72.85	.99	1.21	107120
CAVALIER	123110	122203	100.74	3.71	3.26	292551
LUMINA	81718	92840	88.02	2.46	2.48	214974
CORSICA	64222	74667	86.01	1.93	2.00	164108
BERETTA	24107	41056	58.72	.73	1.10	95403
CAMARO	18519	29389	63.01	.56	.79	76593
CORVETTE	7118	8388	84.86	.21	.22	21188
CAPRICE	53211	63154	84.25	1.60	1.69	146788
OLDSMOBILE	171745	212354	80.88	5.17	5.68	505283
CALAIS	34877	39940	87.32	1.05	1.07	99724
CUTLASS CIERA	43366	54524	79.54	1.30	1.46	132790
CUTLASS SUPRM	38069	50171	75.88	1.15	1.34	110677
TORONADO	3915	5823	67.23	.12	.16	14484
PONTIAC	216592	249321	86.87	6.52	6.67	626489
SUNBIRD	42885	41411	103.56	1.29	1.11	119073
GRAND AM	76841	85798	89.56	2.30	2.30	201452
6000	13135	20255	64.85	.40	.54	46800
BONNEVILLE	23187	28053	82.65	.70	.75	67247
FIREBIRD	8188	15480	52.89	.25	.41	38230
GRAND PRIX	38497	46592	82.63	1.16	1.25	115093
SATURN	15865	-	-	.48	-	1738
GEN. MTRS. CORP	1179392	1334436	88.38	35.50	35.68	3245969
MISC. DOMESTIC	11	32	34.38	-	-	77
OTHER IMPORT	1160551	1261377	92.01	34.94	33.73	3141532
U.S. TOTAL	3321882	3740155	88.82			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	93630	24.68	417002	510479	81.69	24.74	25.50
CHRYSLER	309	.08	1363	1248	109.21	.08	.06
DODGE	41643	10.98	185933	210950	88.14	11.03	10.54
FORD	111502	29.39	481617	588046	81.90	28.58	29.37
FREIGHTLINER	1709	.45	8933	10276	86.93	.53	.51
G.M.C.	26701	7.04	119159	143172	83.23	7.07	7.15
HINO	171	.05	813	1015	80.10	.05	.05
ISUZU	10099	2.66	42932	48117	89.22	2.55	2.40
IVECO	68	.02	508	956	53.14	.03	.05
JEEP	14994	3.95	61952	81805	75.73	3.68	4.09
KENWORTH	764	.20	4732	6518	72.60	.28	.33
MACK/MIDLINER	1049	.28	4880	7854	62.13	.29	.39
MERCEDES BENZ	107	.03	448	697	64.28	.03	.03
MITSUBISHI FUSO	260	.07	1215	1392	87.28	.07	.07
NAVISTAR	4344	1.15	23326	27539	84.70	1.38	1.38
OLDSMOBILE	2262	.60	9639	7953	121.20	.57	.40
OSHKOSH	430	.11	1917	1813	105.74	.11	.09
PETERBILT	797	.21	4239	5926	71.53	.25	.30
PLYMOUTH	14697	3.87	67616	77294	87.48	4.01	3.86
PONTIAC	1784	.47	8196	10864	75.44	.49	.54
SCANIA	-	-	6	53	11.32	-	-
UD	153	.04	728	766	95.04	.04	.04
VOLVO	22	.01	187	335	55.82	.01	.02
WESTERN STAR	35	.01	257	439	58.54	.02	.02
WHITEGMC	690	.18	3724	6204	60.03	.22	.31
OTHER IMPORTS	50652	13.35	231691	248342	93.30	13.75	12.40
MISC. DOMESTIC	467	.12	2416	1944	124.28	.14	.10
U. S. TOTAL	379339		1685429	2001997	84.19		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	251548	154103	5255	1102	24	2305	2524	141
CHRYSLER	1363	-	-	-	-	-	-	-
DODGE	135988	49945	-	-	-	-	-	-
FORD	293367	165857	-	7839	-	2225	8695	3634
FREIGHTLINER	-	-	-	-	-	-	-	8933
G.M.C.	56643	52421	791	562	78	1861	6542	261
HINO	-	-	114	-	174	232	293	-
ISUZU	39233	-	2563	283	432	323	98	-
IVECO	-	-	317	117	26	48	-	-
JEEP	61952	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	85	4647
MACK/MIDLINER	-	-	-	-	-	143	410	4327
MERCEDES BENZ	-	-	-	-	-	139	309	-
MITSUBISHI FUSO	-	-	704	-	227	126	158	-
NAVISTAR	-	-	-	8	24	2568	10382	10344
OLDSMOBILE	9639	-	-	-	-	-	-	-
OSHKOSH	-	68	110	898	633	145	1	62
PETERBILT	-	-	-	-	-	-	87	4152
PLYMOUTH	67616	-	-	-	-	-	-	-
PONTIAC	8196	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	6
UD	-	-	184	-	259	156	129	-
VOLVO	-	-	-	-	-	-	169	18
WESTERN STAR	-	-	-	-	-	-	-	257
WHITEGMC	-	-	-	-	-	-	-	3724
OTHER IMPORTS	228290	3401	-	-	-	-	-	-
MISC. DOMESTIC	248	103	34	-	1	455	261	1314
TOTAL	1154083	425898	10072	10809	1878	10726	30143	41820
1990 TOTAL	1280665	590736	12951	13607	2497	13327	34087	54124
1991 vs '90	90.12	72.10	77.76	79.44	75.21	80.48	88.43	77.27

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	35495	1.07	25221	.67
CHEVROLET STORM	29244	.88	42706	1.14
DODGE COLT DL/VISTA SW	7241	.22	8251	.22
DODGE STEALTH	7099	.21	-	-
EAGLE SUMMIT	5814	.18	6181	.17
FORD FESTIVA	15405	.46	25199	.67
GM LOTUS	117	-	71	-
MERCURY CAPRI	6994	.21	-	-
PLYMOUTH COLT DL/VISTA SW	6038	.18	8170	.22
PONTIAC LEMANS	13859	.42	11554	.31
TC by MASERATI	463	.01	1875	.05
OTHERS	-	-	2323	.06
TOTAL DOMESTIC SPONSORED IMPORTS	127769	3.85	131551	3.52
OTHER IMPORTS				
ACURA	53776	1.62	55497	1.48
AUDI	5073	.15	8248	.22
BMW	20768	.63	24204	.65
DAIHATSU	2356	.07	4459	.12
HONDA	264279	7.96	286366	7.66
HYUNDAI	48642	1.46	55297	1.48
INFINITI	11384	.34	6347	.17
ISUZU	4041	.12	1677	.04
JAGUAR	4727	.14	7805	.21
LEXUS	22111	.67	21685	.58
MAZDA	100584	3.03	93128	2.49
MERCEDES BENZ	25291	.76	29849	.80
MITSUBISHI	65154	1.96	64260	1.72
NISSAN	137333	4.13	168366	4.50
SAAB	12231	.37	10015	.27
SUBARU	44753	1.35	39184	1.05
TOYOTA	261659	7.88	289517	7.74
VOLKSWAGEN	36633	1.10	46552	1.24
VOLVO	31503	.95	36980	.99
OTHERS	8243	.25	11931	.32
TOTAL OTHER IMPORTS	1160551	34.94	1261377	33.73
GRAND TOTAL ALL IMPORT CARS	1288320	38.78	1392928	37.24

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	2127	.13	5927	.30
DODGE RAIDER	35	-	1111	.06
CHEVROLET GEO TRACKER	11922	.71	12407	.62
OTHER IMPORTS				
ISUZU	39233	2.33	42895	2.14
MAZDA	44122	2.62	46176	2.31
MITSUBISHI	13193	.78	17863	.89
NISSAN	61844	3.67	66722	3.33
SUZUKI	6313	.37	6910	.35
TOYOTA	101424	6.02	104781	5.23
VOLKSWAGEN	1948	.12	2673	.13
OTHERS	2847	.17	3317	.17
TOTAL OTHER IMPORT TRUCKS	270924	16.07	291237	14.55
GRAND TOTAL ALL IMPORT TRUCKS	285008	16.91	310682	15.52

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

MAY 1991 ISSUED 07/91

R. L. POLK & CO. R.1-91

STRATEGY: BE SMART, THOROUGH & INFORMED.

You need a solid strategy–your company does too. Polk's Automotive Market Information System can help. It provides a database, quarterly report and custom studies on car and truck buyers, including:

- **Vehicle data**
- **Demographics**
- **Geography**

Call or write Virginia McNamara for more information.

R. L. POLK & CO.
1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

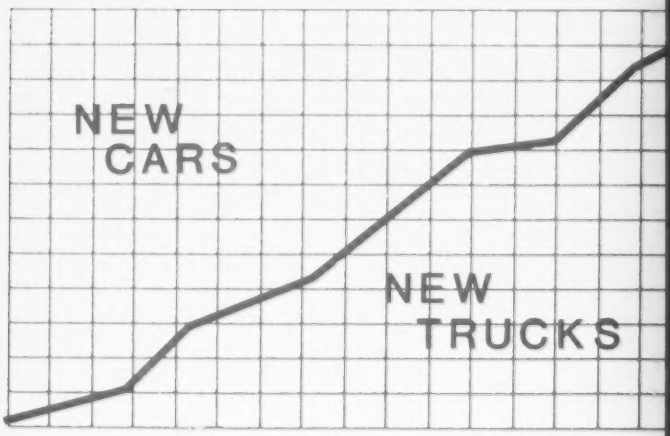
AUTOMIS

C7715-3 A

JUNE
1991

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R L POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	12263	19570	62.66	1.55	2.27
LEBARON	6134	10251	59.84	.78	1.20
NEW YORKER	1344	5179	25.95	.17	.60
5TH AVE	3714	2883	128.82	.47	.33
IMPERIAL	957	895	106.93	.12	.10
DODGE	32212	30930	104.14	4.07	3.59
DAYTONA	1604	3382	47.43	.20	.39
SHADOW	8101	6564	123.42	1.02	.76
SPIRIT	7158	8523	83.98	.90	.99
DYNASTY	10193	7965	127.97	1.30	.93
PLYMOUTH	17773	22706	78.27	2.24	2.64
HORIZON	45	991	4.54	.01	.12
SUNDANCE	4530	5734	79.00	.57	.67
ACCLAIM	8598	10114	85.01	1.08	1.17
LASER	2958	3727	79.37	.37	.43
EAGLE	6053	5321	113.76	.76	.62
PREMIER	1606	1099	146.13	.20	.13
TALON	2946	2885	102.11	.37	.33
CHRYSLER CORP.	68301	78527	86.98	8.62	9.12
FORD	97187	123751	78.53	12.27	14.38
ESCORT	20395	26736	76.28	2.58	3.11
PROBE	8231	13781	59.73	1.04	1.60
MUSTANG	8150	12275	66.40	1.03	1.43
TEMPO	14065	18717	75.15	1.78	2.17
TAURUS	30273	27390	110.53	3.81	3.18
CROWN VICTORIA	6282	11433	54.95	.79	1.33
THUNDERBIRD	6651	9225	72.10	.84	1.07
LINCOLN	18990	19617	96.80	2.40	2.28
MERCURY	36443	33428	109.02	4.60	3.88
TRACER	3531	2391	147.68	.45	.28
TOPAZ	5325	6887	77.32	.67	.80
SABLE	10714	7315	146.47	1.35	.85
COUGAR	5761	7350	78.38	.73	.85
GRAND MARQUIS	9202	9485	97.02	1.16	1.10
FORD MOTOR CO.	152620	177447	86.01	19.27	20.62
BUICK	55072	46751	117.80	6.95	5.43
SKYLARK	4258	9056	47.02	.54	1.05
CENTURY	16677	9786	170.42	2.10	1.14
REGAL	12355	7878	156.83	1.56	.92
LESABRE	6592	14453	45.61	.83	1.68
ROADMASTER	4742	-	-	.60	-
PARK AVE	9022	2954	305.42	1.14	.34
RIVIERA	1188	2019	58.84	.15	.23
REATTA	238	571	41.68	.03	.07
CADILLAC	16649	22314	74.61	2.10	2.59
ALLANTE	278	275	101.09	.04	.03
ELDORADO	1347	2464	54.67	.17	.29
SEVILLE	1949	4180	46.63	.24	.48
CHEVROLET	128943	131852	97.79	16.30	15.33
PRIZM	11714	10830	108.16	1.48	1.26
CAVALIER	27616	23720	116.42	3.52	2.76
LUMINA	26633	21442	124.21	3.36	2.49
CORSICA	21102	15154	139.25	2.66	1.76
BERETTA	7165	11665	61.42	.90	1.36
CAMARO	5409	9023	59.95	.68	1.05
CORVETTE	1704	2857	59.64	.22	.33
CAPRICE	11121	17346	64.11	1.40	2.02
OLDSMOBILE	40978	47442	86.37	5.17	5.51
CALAIS	3167	10469	30.25	.40	1.22
CUTLASS CIERA	17947	16894	106.23	2.26	1.95
CUTLASS SUPRM	9598	6627	144.83	1.21	.77
TORONADO	859	1432	59.99	.11	.17
PONTIAC	43934	64166	77.82	6.31	7.46
SUNBIRD	9901	10565	93.72	1.25	1.23
GRAND AM	15007	23133	64.87	1.90	2.69
6000	4989	3959	126.02	.63	.46
BONNEVILLE	3739	5477	68.27	.47	.64
FIREBIRD	2274	4134	55.01	.29	.48
GRAND PRIX	10697	11794	90.70	1.35	1.37
SATURN	6959	-	-	.88	-
GEN. MTRS. CORP	298567	312542	95.53	37.71	36.32
MISC. DOMESTIC	-	15	-	-	-
OTHER IMPORT	272437	292120	93.26	34.40	33.94
U.S. TOTAL	791925	860651	92.01		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	66807	91078	73.35	1.62	1.98	179892
LEBARON	31753	44882	70.75	.77	.97	86996
NEW YORKER	8502	20173	42.15	.21	.44	37860
5TH AVE	20135	17917	112.38	.49	.39	38253
IMPERIAL	5840	5462	106.92	.14	.12	12730
DODGE	172666	169065	102.13	4.20	3.67	352846
DAYTONA	9022	18105	49.83	.22	.39	33906
SHADOW	37782	33867	111.56	.92	.74	69642
SPIRIT	44476	46256	96.15	1.08	1.00	92134
DYNASTY	58410	45457	128.50	1.42	.99	104383
PLYMOUTH	101272	127146	79.65	2.46	2.76	247582
HORIZON	520	10165	5.12	.01	.22	12745
SUNDANCE	23405	29520	79.29	.57	.64	62869
ACCLAIM	55146	52738	104.57	1.34	1.15	108697
LASER	14521	22242	65.29	.35	.48	39154
EAGLE	28737	28388	101.23	.70	.62	58136
PREMIER	5988	7276	82.30	.15	.16	17147
TALON	15434	13415	115.05	.37	.29	27300
CHRYSLER CORP.	369482	415677	88.89	8.98	9.07	836456
FORD	545193	677780	80.44	13.25	14.74	1313488
ESCORT	119818	136896	87.52	2.91	2.98	285143
PROBE	39192	60414	64.87	.95	1.31	101981
MUSTANG	38385	62105	61.81	.93	1.35	124578
TEMPO	97959	116064	84.40	2.38	2.52	215280
TAURUS	656	164502	94.62	3.79	3.58	312012
CROWN VI	3657	54652	65.24	.87	1.19	116241
THUNDERB	39981	53754	74.38	.97	1.17	104179
LINCOLN	99388	115222	86.26	2.42	2.50	229636
MERCURY	188767	189217	99.76	4.59	4.11	386253
TRACER	23289	8984	259.23	.57	.20	33295
TOPAZ	30304	39928	75.90	.74	.87	71850
SABLE	49227	47312	104.05	1.19	1.03	96692
COUGAR	29711	41525	71.55	.72	.90	74753
GRAND MARQUIS	47332	51468	91.96	1.15	1.11	102674
FORD MOTOR CO.	833348	984607	84.64	20.26	21.40	1933595
BUICK	271112	256971	105.74	6.60	5.59	531602
SKYLARK	44685	47559	93.96	1.09	1.03	89862
CENTURY	61801	58514	105.62	1.49	1.27	113105
REGAL	55149	33598	164.14	1.34	.73	87036
LESABRE	50046	78550	63.71	1.22	1.72	151967
ROADMASTER	10700	-	-	.26	-	3
PARK AVE	40418	24462	165.23	.98	.53	61747
RIVIERA	7412	10596	69.95	.18	.23	20694
REATTA	1501	2952	50.85	.04	.06	6319
CADILLAC	104267	127445	81.81	2.53	2.77	257923
ALLANTE	1418	1423	99.65	.03	.03	3148
ELDORADO	8548	12367	69.12	.21	.27	23156
SEVILLE	17213	16667	103.28	.42	.36	32912
CHEVROLET	599755	689191	87.02	14.60	14.98	1322772
PRIZM	44631	56014	79.68	1.08	1.22	107120
CAVALIER	150726	145923	103.29	3.71	3.18	292551
LUMINA	108350	114282	94.81	2.63	2.48	214974
CORSICA	85324	89821	94.99	2.07	1.95	164108
BERETTA	31272	52721	59.32	.76	1.15	95403
CAMARO	23928	38412	62.29	.58	.83	76593
CORVETTE	8822	11245	78.45	.21	.24	21188
CAPRICE	64330	80500	79.91	1.56	1.75	146788
OLDSMOBILE	212723	259796	81.88	5.17	5.65	505283
CALAIS	38044	50409	75.47	.92	1.10	99724
CUTLASS CIERA	61313	71418	85.85	1.49	1.55	132790
CUTLASS SUPRM	47667	56798	83.92	1.16	1.23	110677
TORONADO	4774	7255	65.80	.12	.16	14484
PONTIAC	266526	313487	85.02	6.48	6.81	626489
SUNBIRD	52786	51976	101.56	1.28	1.13	119073
GRAND AM	91848	108931	84.32	2.24	2.35	201452
6000	18124	24214	74.85	.44	.53	46800
BONNEVILLE	26926	33530	80.30	.65	.73	67247
FIREBIRD	10462	19614	53.34	.25	.43	38230
GRAND PRIX	49194	58386	84.26	1.20	1.27	115093
SATURN	22824	-	-	.55	-	1738
GEN. MTRS. CORP	1477955	1646978	89.74	35.93	35.80	3245969
MISC. DOMESTIC	11	47	23.40	-	-	77
OTHER IMPORT	1432985	1553497	92.24	34.83	33.77	3141532
U.S. TOTAL	4113781	4600805	89.41			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	102680	24.84	519676	626857	82.90	24.76	25.51
CHRYSLER	350	.08	1717	1457	117.57	.08	.06
DODGE	45771	11.06	231660	257240	90.06	11.04	10.47
FORD	116345	28.14	597945	723137	82.68	28.48	29.43
FREIGHTLINER	1887	.46	10820	12003	90.14	.52	.49
G.M.C.	29225	7.07	148373	175579	84.50	7.07	7.15
HINO	195	.05	1008	1178	85.57	.05	.05
ISUZU	10121	2.45	53053	58768	90.28	2.53	2.39
IVECO	42	.01	550	1205	45.64	.03	.05
JEEP	17233	4.17	79184	100513	78.78	3.77	4.09
KENWORTH	943	.23	5672	7973	71.14	.27	.32
MACK/MIDLINER	1043	.25	5922	9780	60.55	.28	.40
MERCEDES BENZ	82	.02	530	947	55.97	.03	.04
MITSUBISHI FUSO	301	.07	1516	1698	89.28	.07	.07
NAVISTAR	5282	1.28	28608	34032	84.06	1.36	1.39
OLDSMOBILE	2951	.71	12590	10003	125.86	.60	.41
OSHKOSH	363	.09	2279	2229	102.24	.11	.09
PETERBILT	867	.21	5108	7204	70.92	.24	.29
PLYMOUTH	17740	4.29	85356	93138	91.64	4.07	3.79
PONTIAC	2089	.51	10285	13633	75.41	.49	.56
SCANIA	5	-	11	62	17.74	-	-
UD	178	.04	905	874	93.02	.04	.04
VOLVO	157	.04	344	446	77.13	.02	.02
WESTERN STAR	52	.01	309	541	57.12	.01	.02
WHITEGMC	1072	.26	4796	7221	66.42	.23	.29
OTHER IMPORTS	56002	13.55	287693	306571	93.84	13.71	12.48
MISC. DOMESTIC	465	.11	2881	2424	118.85	.14	.10
U. S. TOTAL	413401		2098789	2456879	85.43		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	314103	191524	8705	1411	32	2687	3040	173
CHRYSLER	1713	-	-	-	-	-	-	-
DODGE	163641	62019	-	-	-	-	-	-
FORD	366765	204347	-	9691	-	2567	10291	4284
FREIGHTLINER	-	-	-	-	-	-	1	10819
G.M.C.	70829	65456	1021	838	113	2285	7460	360
HINO	-	-	141	-	204	290	367	-
ISUZU	48599	-	3097	376	467	397	117	-
IVECO	-	-	342	128	28	52	-	-
JEEP	79184	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	105	5567
MACK/MIDLINER	-	-	-	-	-	177	474	5272
MERCEDES BENZ	-	-	-	-	-	165	365	-
MITSUBISHI FUSO	-	-	852	-	233	179	192	-
NAVISTAR	-	-	-	8	29	3233	12975	12303
OLDSMOBILE	12590	-	-	-	-	-	-	-
OSHKOSH	-	68	139	1043	756	179	1	93
PETERBILT	-	-	-	-	-	-	113	4996
PLYMOUTH	85356	-	-	-	-	-	-	-
PONTIAC	10285	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	11
UD	-	-	234	-	327	197	148	-
VOLVO	-	-	-	-	-	-	271	73
WESTERN STAR	-	-	-	-	-	-	-	309
WHITEGMC	-	-	-	-	-	-	-	4796
OTHER IMPORTS	283514	4179	-	-	-	-	-	-
MISC. DOMESTIC	307	117	39	-	2	524	337	1555
TOTAL	1442886	527720	12577	13495	2251	12993	36256	50611
1990 TOTAL	1583880	714525	15525	16728	3027	15708	41245	66245
1991 vs '90	91.10	73.86	81.01	80.67	74.46	82.72	87.90	76.40

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990
REGISTRATIONS FOR THE STATE OF MAINE ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO				
CHEVROLET STORM	42154	.32	32778	.71
DODGE COLT/COLT VISTA SW	38877	.95	51435	1.12
DODGE STEALTH	9556	.07	10581	.23
EAGLE SUMMIT	8152	.06		
FORD FESTIVA	19146	.15	7481	.16
GM LOTUS	1		1	
MERCURY CAPRI	1		1	
PLYMOUTH COLT/COLT VISTA SW	38877	.95	51435	1.12
PONTIAC LEMANS	1		1	
YUGO BY MARESFATI	8		1	
OTHERS	1		1	
TOTAL DOMESTIC SPONSORED IMPORTS	156447	1.20	174437	3.78
OTHER IMPORTS				
ACURA	87869	1.45	69441	1.51
AUDI	4481	.10	11417	.25
BMW	24476	.51	29868	.64
DAIHATSU	1		1	
HONDA	1		1	
HYUNDAI	1		1	
INFINITI	1		1	
ISUZU	1		1	
JAGUAR	1		1	
LEXUS	1		1	
MAZDA	1		1	
MERCEDES BENZ	1		1	
MITSUBISHI	1		1	
NISSAN	1		1	
SAAB	1		1	
SUBARU	1		1	
TOYOTA	1		1	
VOLKSWAGEN	1		1	
VOLVO	1		1	
OTHERS	1		1	
TOTAL OTHER IMPORTS	1		1	
GRAND TOTAL ALL IMPORT CARS	1		1	

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	2544	.12	5853	.28
DODGE RAIDER	40		1219	.05
CHEVROLET GEO TRACKER	15278	.72	13716	.64
OTHER IMPORTS				
ISUZU	48595	2.32	52872	2.15
MAZDA	55615	2.66	59495	2.42
MITSUBISHI	16337	.78	22062	.90
NISSAN	75465	3.64	80347	3.27
SUZUKI	7850	.37	8295	.34
TOYOTA	126201	6.01	129027	5.25
VOLKSWAGEN	2631	.13	3286	.13
OTHERS	3333	.16	4059	.17
TOTAL OTHER IMPORT TRUCKS	336292	16.02	359443	14.63
GRAND TOTAL ALL IMPORT TRUCKS	354194	16.88	383222	15.60

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

STRATEGY:
BE SMART, THOROUGH & INFORMED.

You need a solid strategy–your company does too. Polk's Automotive Market Information System can help. It provides a database, quarterly report and custom studies on car and truck buyers, including:

- **Vehicle data**
- **Demographics**
- **Geography**

Call or write Virginia McNamara for more information.

R. L. POLK & CO.

1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

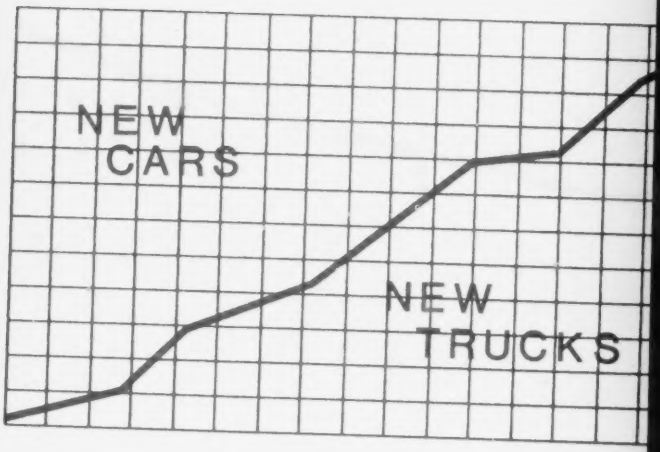
AUTOMIS

C7715-3A

POCKET SUMMARY

JULY
1991

OF REGISTRATIONS



COURTESY OF

POLK.

R.L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	10093	17517	-57.42	1.34	2.23
LEBARON	4322	8859	-48.83	.57	1.12
NEW YORKER	1102	5113	-21.55	.15	.64
5TH AVE.	1378	2451	-37.82	.45	.31
IMPERIAL	1409	888	+36.15	.16	.11
DODGE	27727	24419	+13.55	3.67	3.06
DAYTONA	1300	2968	-43.80	.17	.37
SHADOW	6658	5437	+22.46	.88	.68
SPIRIT	5804	5526	+05.03	.77	.69
DYNASTY	8721	6457	+35.15	1.16	.81
PLYMOUTH	14932	17267	-86.82	1.98	2.17
HORIZON	734	5855	-5.65	.09	.09
SUNDANCE	4862	4557	+83.22	.64	.57
ACCLAIM	6608	7188	-91.93	.88	.90
LASER	2747	2986	-91.99	.36	.38
EAGLE	5776	5566	+03.77	.76	.70
PREMIER	1614	1959	-83.41	.22	.25
TALON	2942	2416	+09.35	.74	.30
CHRYSLER CORP.	58588	54823	+32.37	7.75	8.14
FORD	95017	111284	-85.38	12.58	13.99
ESCORT	24246	22327	+08.57	3.21	2.80
PROBE	13518	14086	-74.66	.39	1.77
MUSTANG	11780	10933	+71.16	.03	1.37
TEMPO	13359	16955	-78.79	1.77	2.13
TAURUS	24674	24517	+00.64	3.27	3.10
CROWN VICTORIA	8119	9971	-5.62	.81	1.25
THUNDERBIRD	8677	8516	-66.53	.75	1.07
LINCOLN	14445	19143	-75.46	1.31	2.40
MERCURY	34075	32796	+06.82	4.64	4.12
TRACER	4269	3392	+25.83	.67	.43
TOPAZ	5557	5918	-93.90	.74	.74
SABLE	9503	7868	+22.78	1.25	.99
COUGAR	5740	6569	-87.38	.76	.83
GRAND MARQUIS	7973	8321	-95.82	1.06	1.04
FORD MOTOR CO.	164497	163658	+88.29	13.13	20.56
BUICK	57814	45528	+11.70	7.66	5.72
SKYLARK	7881	7898	-42.81	.45	.99
CENTURY	16580	8787	+88.69	2.18	1.10
REGAL	10847	8974	+20.87	1.44	1.13
LESABRE	6242	13026	-48.00	.83	1.64
ROADMASTER	4881	1	-	.65	-
PARK AVE	10231	4219	+37.81	1.33	.53
RIVIERA	1993	2032	-54.58	.15	.26
REATTA	451	563	-41.07	.03	.07
CADILLAC	19651	22341	-11.42	2.11	2.81
ALLANTE	1808	271	+10.70	.04	.03
ELDORADO	2154	2159	-48.82	.14	.27
SEVILLE	981	5228	-8.78	.13	.67
CHEVROLET	126770	119788	+34.66	5.78	15.24
PRIZM	17748	10213	+34.65	1.82	1.28
CAVALIER	25501	22355	+14.18	3.41	2.81
LUMINA	25659	19828	+19.32	3.43	2.49
CORSICA	22568	13048	+72.48	2.93	1.66
BERETTA	9478	10167	-61.34	1.25	1.28
CAMARO	5008	8788	-56.99	.65	1.10
CORVETTE	1937	2477	-61.24	.20	.31
CAPRICE	11578	15736	-73.60	1.53	1.98
OLDSMOBILE	42617	45269	-94.14	5.64	5.69
CALAIS	8316	9662	-14.42	1.44	1.21
CUTLASS CIERA	16709	11424	+40.57	2.22	1.50
CUTLASS SUPRM	8319	6359	+30.82	1.10	.80
TORONADO	1559	1556	-16.67	.07	.20
PONTIAC	45398	60441	-76.04	6.09	7.60
SUNBIRD	7528	10715	-7.01	1.01	1.35
GRAND AM	11019	20482	-53.80	1.46	2.58
6000	2437	3559	-82.52	.33	.45
BONNEVILLE	5660	5350	+24.25	.88	.67
FIREBIRD	2427	4058	-59.66	.32	.51
GRAND PRIX	11542	10622	+08.64	1.53	1.33
SATURN	1722	-	-	.22	-
GEN. MTRS. CORP.	231974	244376	-98.98	30.67	37.06
MISC. DOMESTIC	-	-	-	-	-
OTHER IMPORT	25013	27258	-95.42	3.34	34.24
U.S. TOTAL	755162	796059	-94.86		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	76900	108655	70.77	1.58	2.01	173892
LEBARON	36075	53734	67.14	.75	.99	86396
NEW YORKER	9604	25286	37.98	.22	.47	51860
5TH AVE	23513	20368	115.44	.48	.38	38253
IMPERIAL	7049	6359	110.01	.14	.12	12716
DODGE	200193	193484	107.57	4.11	3.56	352846
DAYTONA	10322	21073	48.98	.21	.39	33906
SHADOW	44440	39304	113.07	.91	.73	69642
SPIRIT	50280	51782	97.10	1.03	.95	82134
DYNASTY	51131	51310	129.32	1.05	.96	104583
PLYMOUTH	116264	144413	80.51	2.39	2.68	241582
HORIZON	559	10855	5.15	.01	.20	12745
SUNDANCE	27467	34073	80.61	.56	.63	62869
ACCLAIM	61754	59326	103.05	1.26	1.10	108597
LASER	17264	25228	68.43	.35	.47	39154
EAGLE	34513	33954	101.65	.71	.63	58136
PREMIER	16022	9416	170.13	.33	.17	17147
TALON	18076	18871	95.78	.37	.35	27300
CHRYSLER CORP	428270	485506	88.21	8.78	9.02	835455
FORD	640210	789262	81.12	13.14	14.66	1513488
ESCORT	144058	159223	90.48	2.96	2.95	285143
PROBE	47708	74500	64.72	.98	1.38	100981
MUSTANG	46165	73078	63.21	.95	1.35	124578
TEMPO	111318	130194	85.53	2.29	2.44	216280
TAURUS	180330	189013	95.40	7.68	3.52	312212
CROWN VICTORIA	41776	64582	64.69	.86	1.20	116241
THUNDERBIRD	45652	62270	73.31	.94	1.15	104179
LINCOLN	113833	134365	84.72	2.34	2.49	223556
MERCURY	223802	222015	100.80	4.60	4.11	386253
TRACER	27557	12376	222.56	.57	.23	35295
TOPAZ	35861	45845	78.22	.74	.85	71850
SABLE	58730	55180	106.43	1.20	1.02	95692
COUGAR	35451	48094	73.71	.73	.89	74753
GRAND MARQUIS	55305	59789	92.50	1.14	1.11	102674
FORD MOTOR CO.	977845	1145642	85.36	20.08	21.25	1935195
BUICK	325026	302499	107.45	6.68	5.61	631602
SKYLARK	48066	55457	86.67	.99	1.03	83862
CENTURY	78381	67301	116.45	1.61	1.25	113105
REGAL	65996	42572	155.02	1.36	.79	87036
LESABRE	56298	81576	81.49	1.16	1.70	151967
ROADMASTER	15581	1		.32		3
PARK AVE	50451	28581	176.93	1.04	.53	61747
RIVIERA	8521	12628	67.48	.18	.23	20634
REATTA	1732	3515	49.27	.04	.07	6319
CADILLAC	120224	149786	80.26	2.47	2.78	257823
ALLANTE	1718	1694	101.42	.04	.03	3148
ELDORADO	3602	14526	66.10	.08	.27	23156
SEVILLE	18195	21895	83.10	.37	.41	32912
CHEVROLET	726085	810519	89.58	14.92	15.01	1322772
PRIZM	58379	56224	88.15	1.20	1.04	101120
CAVALIER	175227	168258	104.14	3.63	3.12	232551
LUMINA	152809	134110	98.43	2.71	2.48	214974
CORSICA	107892	103059	104.69	2.22	1.91	154108
BERETTA	57710	52888	59.96	1.19	.97	85403
CAMARO	28936	47200	61.31	.59	.87	76593
CORVETTE	10333	13722	75.35	.21	.25	21188
CAPRICE	75908	96230	78.88	1.56	1.78	140788
OLDSMOBILE	255340	305065	83.70	5.24	5.65	505283
CALAIS	41360	60071	68.85	.85	1.11	99724
CUTLASS CIERA	78082	83341	93.68	1.60	1.55	152790
CUTLASS SUPRM	55986	63157	88.65	1.15	1.17	110677
TORONADO	5329	8811	50.48	.11	.16	14484
PONTIAC	312524	373978	83.57	6.42	6.93	626489
SUNBIRD	60406	62692	96.35	1.24	1.16	119073
GRAND AM	102867	129413	79.49	2.12	2.40	201452
6000	21061	27773	75.83	.43	.51	46800
BONNEVILLE	33586	38890	86.36	.69	.72	67247
FIREBIRD	12888	23682	54.43	.26	.44	38230
GRAND PRIX	60736	69010	88.01	1.25	1.28	115093
SATURN	30546	-	-	.63		1738
GEN. MTRS. CORP	1769929	1941954	91.14	36.36	35.98	3245969
MISC. DOMESTIC	11	54	20.37			77
OTHER IMPORT	1593088	1826086	92.72	34.77	33.84	3141552
U.S. TOTAL	4868943	5396865	90.22			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	37671	24.76	517253	741103	83.29	24.76	25.63
CHRYSLER	357	.09	2070	1660	124.70	.08	.06
DODGE	41597	10.58	273357	297297	91.95	10.97	10.28
FORD	108827	27.58	706766	852960	82.86	28.36	29.49
FREIGHTLINER	1381	.35	12201	14227	85.76	.49	.49
G.M.C	28527	7.26	177000	207781	85.19	7.10	7.19
HINO	144	.04	1152	1361	84.64	.05	.05
ISUZU	9510	2.42	62583	67498	92.72	2.51	2.33
IVECO	27	.01	517	1330	41.51	.02	.05
JEEP	17435	4.42	96609	116554	82.89	3.88	4.03
KENWORTH	1117	.28	6789	9054	74.90	.27	.31
MACK/MIDLINER	909	.23	6831	11416	59.84	.27	.39
MERCEDES BENZ	128	.03	658	1064	61.84	.03	.04
MITSUBISHI FUSO	263	.06	1739	1948	89.27	.07	.07
NAVISTAR	6715	1.60	34923	39808	87.51	1.40	1.38
OLDSMOBILE	2986	.76	18674	12346	126.16	.62	.43
OSHKOSH	345	.09	2625	2579	101.82	.11	.09
PETERBILT	950	.24	8069	8172	74.27	.24	.28
PLYMOUTH	17752	4.37	102408	108370	94.50	4.11	3.75
PONTIAC	2228	.57	12513	16387	76.36	.50	.57
SCANIA			11	58	18.96		
UD	186	.05	1092	1388	78.67	.04	.05
VOLVO	165	.38	449	506	88.74	.02	.02
WESTERN STAR	63	.02	372	552	67.06	.01	.02
WHITEGMC	1240	.31	6036	8276	72.93	.24	.29
OTHER IMPORTS	84067	13.72	341760	364679	93.72	13.74	12.61
MISC. DOMESTIC	657	.17	3539	4335	120.55	.14	.10
U. S. TOTAL	334159		2492358	2891569	86.21		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	317249	22879	7940	1337	38	3211	3469	210
CHRYSLER	2073	-	-	-	-	-	-	-
DODGE	200173	18197	-	-	-	-	-	-
FORD	434970	243858	11330	-	-	3002	11808	4848
FREIGHTLINER	-	-	-	-	-	-	2	12199
G.M.C	84580	7833	1157	999	133	2655	8479	408
HINO	-	-	1145	-	228	340	411	-
ISUZU	57211	-	7802	474	505	453	139	-
IVECO	-	-	159	135	30	53	-	-
JEEP	56809	-	-	-	-	-	140	6549
KENWORTH	-	-	-	-	-	208	543	6074
MACK/MIDLINER	-	-	-	-	-	184	464	-
MERCEDES BENZ	-	-	-	-	-	128	226	-
MITSUBISHI FUSO	-	-	457	-	255	191	226	-
NAVISTAR	-	-	-	3	32	4036	16675	14170
OLDSMOBILE	15676	-	-	-	-	-	2	125
OSHKOSH	-	74	117	158	858	214	143	5926
PETERBILT	-	-	-	-	-	-	-	-
PLYMOUTH	102408	-	-	-	-	-	-	-
PONTIAC	12513	-	-	-	-	-	-	11
SCANIA	-	-	-	-	-	-	-	-
UD	-	-	282	-	338	259	173	76
VOLVO	-	-	-	-	-	-	313	372
WESTERN STAR	-	-	-	-	-	-	-	6036
WHITEGMC	-	-	-	-	-	-	-	-
OTHER IMPORTS	33687	4929	-	-	-	-	-	-
MISC. DOMESTIC	378	127	48	-	2	108	456	1818
TOTAL	1716377	625735	14912	1585	2589	15501	43470	58922
1990 TOTAL	1674382	811823	18005	1955	3544	18780	48313	77103
1991 VS '90	91.57	75.18	82.82	81.07	73.05	82.54	89.96	76.41

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990 & 1991 REGISTRATIONS FOR THE STATE OF KANSAS ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	48628	1.00	43138	.74
CHEVROLET STORM	48693	1.00	58501	1.00
DODGE COLT DL/VISTA SW	11220	.23	12505	.23
DODGE STEALTH	10323	.21	-	-
EAGLE SUMMIT	8815	.18	8648	.16
FORD FESTIVA	21203	.44	33410	.62
GM LOTUS	184	-	107	-
MERCURY CAPRI	10898	.22	730	.01
PLYMOUTH COLT DL/VISTA SW	9220	.19	11896	.22
PONTIAC LEMANS	20379	.42	22715	.41
TC by MASERATI	655	.01	2189	.04
OTHERS	-		3591	.07
TOTAL DOMESTIC SPONSORED IMPORTS	190822	3.92	194230	3.60
OTHER IMPORTS				
ACURA	80818	1.66	82431	1.53
AUDI	7575	.16	12401	.23
BMW	29035	.60	34048	.63
DAIHATSU	3354	.07	6061	.11
HONDA	389113	7.99	415794	7.70
HYUNDAI	68654	1.41	78026	1.46
INFINITI	18053	.37	10247	.19
ISUZU	7538	.15	2350	.04
JAGUAR	6185	.13	10741	.20
LEXUS	33669	.69	31772	.59
MAZDA	135035	2.77	132365	2.45
MERCEDES BENZ	34755	.71	41401	.77
MITSUBISHI	94396	1.94	90372	1.67
NISSAN	208424	4.28	245033	4.54
SAAB	15907	.33	15379	.28
SUBARU	63093	1.30	58866	1.09
TOYOTA	386234	7.93	412683	7.65
VOLKSWAGEN	54213	1.11	73532	1.36
VOLVO	44985	.92	54457	1.01
OTHERS	12052	.25	17016	.32
TOTAL OTHER IMPORTS	1693086	34.77	1826086	33.84
GRAND TOTAL ALL IMPORT CARS	1883908	38.69	2020316	37.43

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	2859	.11	7679	.27
DODGE RAIDER	41	-	1288	.04
CHEVROLET GEO TRACKER	18690	.76	18853	.65
OTHER IMPORTS				
ISUZU	57213	2.29	60976	2.11
MAZDA	67475	2.71	71455	2.47
MITSUBISHI	17735	.71	26876	.93
NISSAN	91242	3.66	93770	3.24
SUZUKI	9145	.37	9425	.33
TOYOTA	149217	5.99	154368	5.34
VOLKSWAGEN	3161	.13	3952	.14
OTHERS	3785	.15	4835	.17
TOTAL OTHER IMPORT TRUCKS	398975	16.00	425655	14.72
GRAND TOTAL ALL IMPORT TRUCKS	420763	16.88	451475	15.69

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

YOUR COMPETITIVE EDGE in the market place

AUTOMIS

Polk's Automotive Market Information System can be a significant aid to decision-making. It has vehicle data, demographics, and geography. AutoMIS includes:

- A computerized database of car and truck buyers
- Quarterly reports on market activity trends
- Custom-designed research studies

Call or write Virginia McNamara for more information.

R. L. POLK & CO.

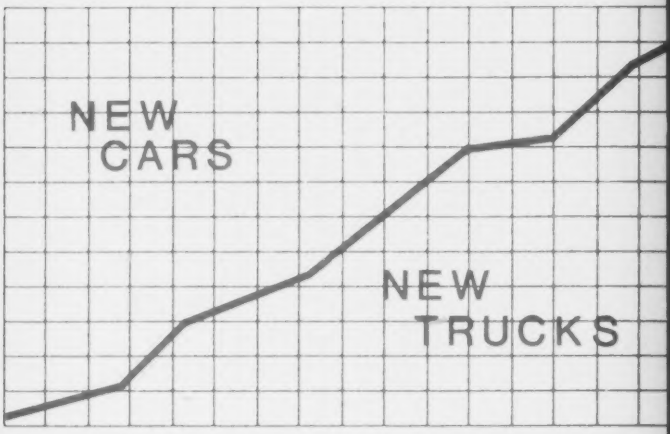
1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

C7715-3A

AUGUST
1991

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R L POLK & CO
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	7258	13576	53.46	1.08	1.76
LEBARON	3325	7363	45.16	.50	.95
NEW YORKER	956	3124	30.60	.14	.41
5TH AVE	2430	2018	120.42	.36	.26
IMPERIAL	552	798	69.91	.07	.10
DODGE	20455	22797	89.77	3.03	2.96
DAYTONA	1106	2661	41.56	.16	.35
SHADOW	6525	5639	115.73	.96	.73
SPIRIT	3972	4687	84.75	.59	.61
DYNASTY	4420	5180	85.33	.66	.67
PLYMOUTH	13965	15994	87.32	2.07	2.08
HORIZON	33	604	5.46	-	.08
SUNDANCE	4468	4877	91.61	.66	.63
ACCLAIM	5351	5794	92.35	.80	.76
LASER	2598	2874	90.40	.39	.37
EAGLE	4801	5749	83.61	.71	.75
PREMIER	947	2678	35.36	.14	.35
TALON	2372	2050	115.71	.35	.27
CHRYSLER CORP.	46496	58115	80.01	6.89	7.55
FORD	91763	105400	87.06	13.60	13.69
ESCORT	23290	21967	106.02	3.45	2.85
PROBE	8697	10233	84.99	1.29	1.33
MUSTANG	6885	10351	66.50	1.02	1.34
TEMPO	17522	16245	107.86	2.60	2.11
TAURUS	21861	24955	87.60	3.24	3.25
CROWN VICTORIA	5410	9487	57.03	.80	1.23
THUNDERBIRD	5474	7618	71.86	.81	.99
LINCOLN	13939	20474	68.08	2.07	2.66
MERCURY	31404	35787	87.75	4.65	4.65
TRACER	3733	3779	98.78	.55	.49
TOPAZ	4697	5832	80.54	.70	.76
SABLE	7601	9995	76.05	1.12	1.30
COUGAR	5990	5809	103.12	.89	.75
GRAND MARQUIS	7393	8937	82.76	1.10	1.16
FORD MOTOR CO.	137106	161995	84.64	20.32	21.04
BUICK	37397	43630	85.71	5.54	5.67
SKYLARK	2657	5532	48.03	.39	.72
CENTURY	8233	8591	84.73	1.21	1.13
REGAL	7865	9017	87.22	1.17	1.17
LESABRE	6530	12385	48.51	.93	1.69
ROADMASTER	4302	-	-	.64	-
PARK AVE	6931	4778	145.05	1.03	.62
RIVIERA	935	2003	45.68	.14	.26
REATTA	174	587	29.64	.03	.08
CADILLAC	14677	17399	84.36	2.18	2.26
ALLANTE	337	257	131.13	.05	.03
ELDORADO	944	1696	55.66	.15	.22
SEVILLE	825	2764	29.85	.12	.36
CHEVROLET	88310	112707	78.35	13.10	14.64
PRIZM	11177	10417	107.30	1.66	1.35
CAVALIER	16020	19533	82.02	2.37	2.55
LUMINA	15311	18127	84.47	2.27	2.35
CORSICA	13426	10548	127.28	1.99	1.37
BERETTA	4598	8922	52.66	.70	1.16
CAMARO	5032	7970	63.14	.75	1.04
CORVETTE	1270	1961	64.76	.19	.25
CAPRICE	7208	14253	50.57	1.07	1.85
OLDSMOBILE	31540	38786	96.27	5.53	5.04
CALAIS	3728	7283	51.19	.55	.95
CUTLASS CIERA	12055	9594	125.65	1.79	1.24
CUTLASS SUPRM	5526	6365	102.51	.97	.83
TORONADO	430	1293	33.26	.06	.17
PONTIAC	38881	56140	69.26	5.76	7.29
SUNBIRD	7145	11212	63.74	1.06	1.46
GRAND AM	8138	17583	46.28	1.21	2.27
6000	964	3456	27.89	.14	.45
BONNEVILLE	7083	5338	132.69	1.05	.69
FIREBIRD	2517	3907	64.42	.37	.51
GRAND PRIX	9024	9446	95.53	1.34	1.23
SATURN	6903	-	-	1.02	-
GEN. MTRS. CORP	223537	268874	83.20	33.15	34.90
MISC. DOMESTIC	-	-	25.20	-	-
OTHER IMPORT	267631	281174	95.20	39.66	36.51
U.S. TOTAL	674711	769323	87.64		

© R. L. POLK & CO. 1963

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	84158	122231	68.85	1.52	1.98	179892
LEBARON	39400	61097	64.49	.71	.99	86996
NEW YORKER	10560	28410	37.17	.19	.46	37860
5TH AVE	25943	22386	115.89	.47	.36	38253
IMPERIAL	7551	7148	105.64	.14	.12	12730
DODGE	220858	216281	102.12	3.98	3.51	352846
DAYTONA	11428	23734	48.15	.21	.38	33906
SHADOW	50966	44943	113.40	.92	.73	69642
SPIRIT	54252	56469	96.07	.98	.92	92134
DYNASTY	71551	57090	125.33	1.28	.93	104383
PLYMOUTH	130230	160407	81.19	2.35	2.60	247582
HORIZON	5902	11459	51.17	.01	.19	12745
SUNDANCE	31975	38955	81.99	.58	.63	62869
ACCLAIM	67105	65720	102.11	1.21	1.06	108697
LASER	19862	28102	70.68	.35	.46	39154
EAGLE	39720	39703	99.04	.71	.64	58136
PREMIER	8569	11913	71.93	.15	.19	17147
TALON	20448	17861	114.46	.37	.29	27300
CHRYSLER CORP.	474556	538622	88.11	8.56	8.73	838456
FORD	731973	894462	81.83	13.21	14.51	1313488
ESCORT	167348	181190	92.36	3.02	2.94	285143
PROBE	58405	84733	68.91	1.05	1.37	101981
MUSTANG	53050	83391	63.62	.96	1.35	124578
TEMPO	128840	149264	86.32	2.32	2.42	215280
TAURUS	202191	213975	94.49	3.66	3.48	312012
CROWN VICTORIA	47186	74570	63.28	.85	1.20	116241
THUNDERBIRD	51126	59988	85.22	.92	.97	104179
LINCOLN	127772	154639	82.62	2.30	2.51	229836
MERCURY	255206	257802	98.99	4.60	4.18	386253
TRACER	31290	16185	193.69	.56	.26	33295
TOPAZ	40558	51678	78.48	.73	.84	71850
SABLE	66331	55175	120.22	1.20	.89	95592
COUGAR	41441	53913	76.88	.75	.87	74753
GRAND MARQUIS	62698	58722	91.23	1.13	.95	102674
FORD MOTOR CO.	1114351	1310260	85.05	20.11	21.25	1933595
BUICK	362423	346129	104.71	6.54	5.61	531502
SKYLARK	50723	60389	83.97	.91	.99	89852
CENTURY	86614	75992	113.98	1.57	1.23	113105
REGAL	73861	51589	143.17	1.33	.84	87036
LESABRE	62598	104552	59.87	1.13	1.69	151967
ROADMASTER	19883			.36		3
PARK AVE	57382	33459	171.55	1.04	.54	61747
RIVIERA	9456	14631	64.63	.17	.24	20594
REATTA	12926	4522	285.77	.23	.07	6319
CADILLAC	134591	157185	85.63	2.43	2.55	257923
ALLANTE	2055	1951	105.33	.04	.03	3148
ELDORADO	10546	16222	65.01	.19	.26	23156
SEVILLE	19020	24659	77.13	.34	.40	32912
CHEVROLET	814395	923225	88.21	14.69	14.98	1322772
PRIZM	69556	76544	90.86	1.25	1.24	107120
CAVALIER	132247	167791	102.37	3.47	3.07	292551
LUMINA	147320	152237	96.77	2.66	2.47	214974
CORSICA	121318	113607	106.79	2.19	1.84	154108
BERETTA	42406	71810	59.05	.76	1.16	95403
CAMARO	33988	55170	61.57	.61	.89	76593
CORVETTE	11609	15685	74.02	.21	.25	21188
CAPRICE	83116	110483	75.23	1.50	1.79	145788
OLDSMOBILE	292680	343651	85.12	5.28	5.58	505283
CALAIS	45088	67354	66.94	.81	1.09	99324
CUTLASS CIERA	93137	92394	86.98	1.68	1.51	132790
CUTLASS SUPRM	62512	69512	89.92	1.13	1.13	112677
TORONADO	5759	10104	57.00	.10	.16	14484
PONTIAC	351405	430118	81.70	6.34	6.97	626489
SUNBIRD	57552	73904	91.41	1.22	1.20	119073
GRAND AM	111005	146998	75.52	2.00	2.37	201452
6000	22025	31228	70.53	.40	.51	46800
BONNEVILLE	40569	44228	91.95	.73	.72	67247
FIREBIRD	15406	27589	55.84	.28	.45	38230
GRAND PRIX	69760	78456	88.92	1.26	1.27	115093
SATURN	1749	-	-	.03	-	1738
GEN. MTRS. CORP	1993456	2210528	90.18	35.95	35.85	3245969
MISC. DOMESTIC	12	58	20.68	-	-	77
OTHER IMPORT	1260179	2103220	59.89	22.72	34.12	3141532
U. S. TOTAL	5544714	6166758	89.93			9159629

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	%	YEAR TO DATE		% '91	% IND	
	1991	IND	1991	1990	VS '90	1991	1990
CHEVROLET	90578	24.31	707831	850349	83.24	24.70	25.71
CHRYSLER	307	.08	2377	1892	125.63	.08	.06
DODGE	35026	9.40	308383	331076	93.15	10.76	10.01
FORD	102580	27.58	809346	975576	82.96	28.23	29.47
FREIGHTLINER	1685	.45	13886	16107	86.21	.48	.49
G.M.C.	26350	7.07	203350	240821	84.44	7.10	7.28
HINO	160	.04	1312	1600	82.00	.05	.05
ISUZU	8914	2.39	71497	76548	93.40	2.50	2.31
IVECO	16	-	593	1673	35.45	.02	.05
JEEP	16104	4.32	112713	131814	85.51	3.93	3.98
KENWORTH	888	.24	7677	10752	71.40	.27	.33
MACK/MIDLINER	796	.21	7627	12684	60.13	.27	.38
MERCEDES BENZ	91	.02	749	1175	63.74	.03	.04
MITSUBISHI FUSO	250	.07	1989	2157	92.21	.07	.07
NAVISTAR	5934	1.59	40857	47207	86.55	1.43	1.43
OLDSMOBILE	2932	.79	18508	14872	124.45	.65	.45
OSHKOSH	401	.11	3027	2957	102.37	.11	.09
PETERBILT	911	.24	6980	9510	73.40	.24	.29
PLYMOUTH	14303	3.84	116711	121205	96.29	4.07	3.66
PONTIAC	2009	.54	14522	19099	76.04	.51	.58
SCANIA	1	-	12	70	17.14	-	-
UD	219	.06	1311	1561	83.98	.05	.05
VOLVO	53	.01	502	552	90.94	.02	.02
WESTERN STAR	53	.01	425	719	59.11	.01	.02
WHITEGMC	875	.23	6911	9257	74.66	.24	.28
OTHER IMPORTS	50380	16.21	402140	423308	95.00	14.03	12.80
MISC. DOMESTIC	709	.19	4247	3447	123.21	.15	.10
U. S. TOTAL	372525		2865483	3307988	86.62		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	426583	261946	9256	2087	49	3728	3948	234
CHRYSLER	2377	-	-	-	-	-	-	-
DODGE	225219	83164	-	-	-	-	-	-
FORD	498326	275929	-	12874	-	3588	13284	5345
FREIGHTLINER	-	-	-	-	-	-	10	13876
G.M.C.	97651	90324	1315	1224	154	3108	9128	446
HINO	-	-	190	-	267	390	465	-
ISUZU	65476	-	4214	580	553	517	157	-
IVECO	-	-	366	139	31	57	-	-
JEEP	112713	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	155	7522
MACK/MIDLINER	-	-	-	-	-	232	624	6771
MERCEDES BENZ	-	-	-	-	-	216	533	-
MITSUBISHI FUSO	-	-	1102	-	399	235	253	-
NAVISTAR	-	-	-	16	32	5059	19950	15800
OLDSMOBILE	18508	-	-	-	-	-	-	-
OSHKOSH	-	143	224	1278	1003	246	4	129
PETERBILT	-	-	-	-	-	-	161	6819
PLYMOUTH	116711	-	-	-	-	-	-	-
PONTIAC	14522	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	12
UD	-	-	353	-	462	295	201	-
VOLVO	-	-	-	-	-	-	407	95
WESTERN STAR	-	-	-	-	-	-	-	425
WHITEGMC	-	-	-	-	-	-	-	6911
OTHER IMPORTS	396344	5796	-	-	-	-	-	-
MISC. DOMESTIC	426	235	52	-	2	898	582	2052
TOTAL	1974856	717537	17072	18198	2952	18569	49862	66437
1990 TOTAL	2155149	939267	20582	22187	3944	23403	55956	87500
1991 vs '90	91.63	76.39	82.95	82.02	74.85	79.34	89.11	75.93

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

REGISTRATIONS FOR THE STATES OF KANSAS, MAINE AND NEW HAMPSHIRE ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	55347	1.00	50576	.82
CHEVROLET STORM	56104	1.01	64320	1.04
DODGE COLT DL/VISTA SW	13082	.24	14567	.24
DODGE STEALTH	11975	.22	-	-
EAGLE SUMMIT	10303	.19	9637	.16
FORD FESTIVA	23827	.43	37951	.62
GM LOTUS	213	-	119	-
MERCURY CAPRI	12888	.23	2169	.04
PLYMOUTH COLT DL/VISTA SW	10736	.19	13628	.22
PONTIAC LEMANS	24988	.45	27691	.45
TC by MASERATI	704	.01	2651	.04
OTHERS	-	-	3988	.06
TOTAL DOMESTIC SPONSORED IMPORTS	220127	3.97	227107	3.68
OTHER IMPORTS				
ACURA	93901	1.69	95712	1.55
AUDI	8470	.15	14163	.23
BMW	33532	.60	39616	.64
DAIHATSU	3867	.07	6962	.11
HONDA	450137	8.12	478995	7.77
HYUNDAI	81591	1.47	90651	1.47
INFINITI	22865	.41	12131	.20
ISUZU	8729	.16	2795	.05
JAGUAR	7041	.13	12150	.20
LEXUS	40033	.72	37525	.61
MAZDA	152279	2.75	153232	2.48
MERCEDES BENZ	39408	.71	47214	.77
MITSUBISHI	106923	1.93	98995	1.61
NISSAN	245745	4.43	282988	4.59
SAAB	17983	.32	18532	.30
SUBARU	71381	1.29	70002	1.14
TOYOTA	449755	8.11	477347	7.74
VOLKSWAGEN	61939	1.12	85351	1.38
VOLVO	50869	.92	63363	1.03
OTHERS	14201	.26	19495	.32
TOTAL OTHER IMPORTS	1950719	35.37	2107220	34.17
GRAND TOTAL ALL IMPORT CARS	2180846	39.34	2334327	37.85

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	3138	.11	8423	.25
DODGE RAIDER	49	-	1357	.04
CHEVROLET GEO TRACKER	22007	.77	21953	.66
OTHER IMPORTS				
ISUZU	65476	2.28	69345	2.10
MAZDA	79927	2.79	82031	2.48
MITSUBISHI	20178	.70	30623	.93
NISSAN	107810	3.76	108379	3.28
SUZUKI	10452	.36	10480	.32
TOYOTA	175749	6.13	181699	5.49
VOLKSWAGEN	3731	.13	4573	.14
OTHERS	4293	.15	5523	.17
TOTAL OTHER IMPORT TRUCKS	467616	16.32	492653	14.89
GRAND TOTAL ALL IMPORT TRUCKS	492810	17.20	524386	15.85

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195
1990	9159629	4805084

Hispanic Buyers

TWO NEW STUDIES IN ONE! The Hispanic Car Market Study compares Hispanic and non-Hispanic new car buyers on more than two dozen automotive, demographic, and neighborhood characteristics. It also identifies the best Hispanic new car prospects.

LEARN: WHO THEY ARE
WHERE THEY ARE
WHAT THEY ARE BUYING

For Information or to order, call
VIRGINIA MCNAMARA (313) 393-0880

PRICE: $1,800.00

R. L. Polk & Co.
1155 BREWERY PARK BLVD. • DETROIT, MI 48207 • (313) 393-0880

AUTOMIS